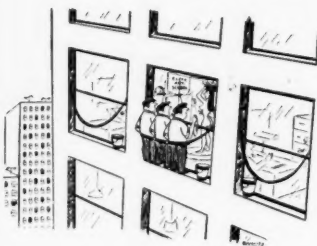


CARPET CLEANING



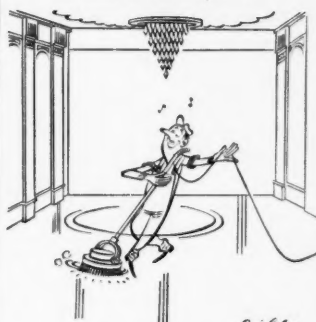
We Revitalize Your Rugs!

WINDOW WASHING



*Do You Take a Dim View
of Your View?*

FLOOR WAXING



Re-Wax and Enjoy It!

Budge-Wood Service inc.

Complete Cleaning Services for the Home, Store, Office and Restaurant

306 EAST 61ST STREET NEW YORK 21, N. Y. TEMPLETON 8-6500

University Microfilms
313 North First Street
Ann Arbor, Michigan

It's

possible

to do poor shirtwork
wheel sizing with

VELVET-RAINBOW



...but someone

has got to be

**most gosh-awful
careless**

to do it...



and the trouble can
always be straightened out

mighty quick!

For Velvet-Rainbow is unquestion-
ably the most nearly "fool-proof"
starch ever made.



THE STARCH THAT MADE WHEEL SIZING PRACTICAL

VELVET-RAINBOW

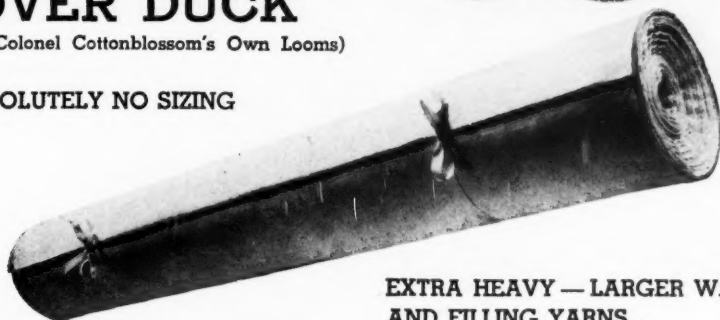
THE HURON MILLING COMPANY... 9 PARK PLACE, N. Y. C. 7

you're in luck!

IF YOU ARE USING
Cottonblossom
LAUNDRY TWO-PLY
COVER DUCK

(Woven on Colonel Cottonblossom's Own Looms)

ABSOLUTELY NO SIZING



**EXTRA HEAVY — LARGER WARP
AND FILLING YARNS . . .**

**costs only slightly more than Cover Cloth
. . . LASTS 45% TO 75% LONGER!**

Cottonblossom Cover Duck gives 45% to 75% more hours of service on flatwork ironer rolls because of its special sturdy weave. This duck is made with a plain two-harness weave having a two-ply warp and two-ply filling. Besides giving greater tensile strength, these larger yarns give more resistance to charring. They withstand many extra hours of heat. This longer wear is reflected in further economy—fewer changes, less labor required!

WEIGHT

72"	weighs full 18.4 oz. per linear yard.
81"	weighs full 20.7 oz. per linear yard.
90"	weighs full 23.0 oz. per linear yard.

The COTTONBLOSSOM Line of Laundry Textiles . . . Sold Through Jobbers Only

CHICAGO 54: 10-103 Merchandise Mart, Phone Delaware 7-5193

LOS ANGELES 7: 3763 S. Broadway, Phone Adams 6171-72

DETROIT 16: 1627 West Fort Street, Suite 515,
Phone Woodward 1-9673



COTTONBLOSSOM

SOUTHERN MILLS, INC.

585 Wells Street, S.W., Phone Lamar 1991: ATLANTA

233 Broadway, Phone Beekman 3-9260: NEW YORK 7

Room 523 Second Unit, Santa Fe Bldg., DALLAS 1
Phone Riverside 6051

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1894

VOL. LIX, No. 4, APRIL 15, 1952

READER'S GUIDE

Features

Pilgrim Sells "Teamwork Laundering"	By John J. Martin	15
Home Linen Rental Grows in New York	By John J. Martin	16
Plant Cleanliness Can Pay Off	By James A. Barnes	22
Starchroom's Laundry Primer, Part IV	By Raymond W. Ahr	26
Multiple Plant Management Control	By Robert Springer	35
Overhead Conveyors Bypass Flatwork Ironers		52
Selling the Kids		56
Cleaning		60
Laundry Goes All-Out for Cleaning Sidelines	By John J. Martin	
Canadians Convene at Windsor		66
North Carolina Convenes		70
Engineering		72
Are Laundries Missing a Beat in the Steam Turbine?	By Joseph C. McCabe	

Departments

Editorial	12	New Products and Literature	80
Rhapsody in Bellevue	40	News from the Allied Trades	85
Laundry News Notes	44	Convention Calendar	90
Business Trends	56	Obituaries	93
Index to Advertisers	98		

STARCHROOM LAUNDRY JOURNAL, April, 1952. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp., Publication Office, 109 W. Chestnut St., Lancaster, Pa. U. S. A. Subscription rates: United States and Canada, \$4.00 per year; Foreign, \$6.00 per year. Single copies: United States and Canada, 50 cents; Foreign, 75 cents; except for Guidebook issue which is \$1.00 per copy. Volume LIX, No. 4. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

Gaylord D. Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtiss E. Frank, Executive Vice-President and General Counsel; Albert M. Andersen, Executive Vice-President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice-Presidents; Harry W. Warner, Secretary and Treasurer.

Editorial, Executive and General Advertising Offices, 304 East 45th Street, New York 17, N. Y. Tel.: Oregon 9-4000

Eastern Advertising Offices, 304 East 45th Street, New York 17, N. Y.; Tel.: Oregon 9-4000, William S. Crompton, Manager

Midwestern Advertising Offices, 20 North Wacker Drive, Chicago 6, Ill.; Tel.: Franklin 2-9566-57, Edward W. Korbel, Manager

Copyright 1952, The Reuben H. Donnelley Corporation. The entire contents of this publication covered by general copyright. All rights reserved.

Supermarket Laundries

Under the title "Something New in a Food Store," the February issue of *Progressive Grocer*, a trade journal for grocery store operators, described in detail the opening of a combination supermarket and self-service laundry operated under one roof in Beloit, Wisconsin. The supermarket is operated by Piggly-Wiggly Midwest, and the laundry by Laundries, Inc.

The article says, "The combination, to the best of our knowledge the first of its kind, was the idea of Larry Doyle, general manager of Piggly-Wiggly Midwest. He, with other executives of the store group, formed Laundries, Inc. on a franchise issued to them by A.L.D. Inc. of Chicago, distributors of Westinghouse laundry equipment."

The article then goes on to describe in a sequence of illustrations and captions just how a typical housewife prepares her laundry bundle and her shopping list in her kitchen, goes to Piggly-Wiggly, loads the washer, and proceeds with her shopping. It is suggested that since washing and drying her bundle takes half an hour, the woman shops more leisurely and, consequently, spends more money.

We haven't been able to find out yet how successful the idea is from a profit angle as far as the laundry operation is concerned. However, *Printer's Ink* reports, "that midwestern supermarkets are 'delighted' with profits realized from recently-installed automatic laundries. According to Westinghouse executives, a supermarket can figure on \$10,000 net on 1,400 square feet of automatic laundry space, whereas the average operator welcomes a guaranteed \$10,000 net on 5,000 square feet of food and drug space."

This may be the beginning of a trend which, if it gains momentum, would offer the laundry industry a challenging opportunity. Sales-minded laundryowners can quickly take advantage of such a trend and turn it to their advantage if they act soon enough. It could offer another means of tapping the huge unsold laundry market which the industry as a whole is not reaching today.

We simply cannot believe that a supermarket manager, completely inexperienced in the ways of the laundry industry, can "set up shop" and successfully compete with the established laundryowner in his community provided that laundryowner wants to be competitive. Further, we cannot believe that top management of supermarket chains wants to be burdened with the problems of laundry management if they are sold on the advantages of having a local laundryowner assume that burden.

Who is in a better position to render supermarket customers a high quality, quick and convenient laundry service at the supermarket than the local laundryowner?—Jim Barnes

NED WINTERSTEEN general manager
JAMES A. BARNES editor
E. P. GREENE managing editor
LOU BELLEW associate editor
JOHN J. MARTIN associate editor
JOSEPH C. McCABE engineering editor
ROLLIN NELSON art editor



**Production
setting records**

'round the world...

OPERATOR #1
Handles Unipress
Sleeve Press and
Folding Machine.

OPERATOR #2
Handles famous Unipress Com-
bination Collar, Cuff and Full
Yoke Press, and Bosom and Body
Press.

UNIPRESS

2 GIRL 3 PRESS

SHIRT UNIT

A GREATER VALUE because . . .

- 30 to 35 top quality shirts per operator
- requires less floor space
- saves thousands of operator steps per day
- cuts hundreds of dollars from initial purchase
- operators are trained faster
- presses require practically no maintenance.

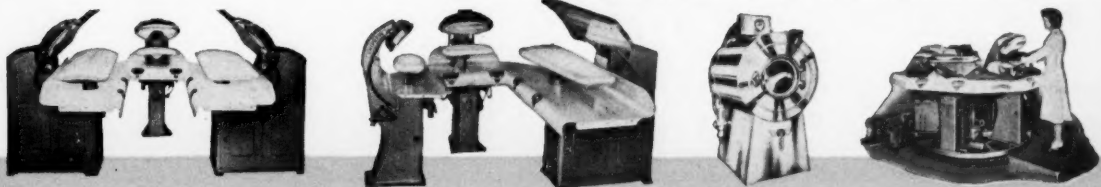
Highest quality shirt finish- ing...with GREATER PROFITS

This Unipress 2 Girl 3 Press Shirt Unit is the **ONLY** unit of its kind to receive the acclaim of laundry owners and press operators everywhere. Yes, even though Unipress still makes the standard 2 girl 4 press unit, most laundrymen prefer the 2 girl 3 press unit. In addition to many production advantages, the 2 girl 3 press unit saves you money by eliminating the purchase of the individual yoke press. This is possible by using the famous Unipress SCCY-B which not only irons collars and cuffs . . . but also irons **FULL YOKES** . . . with plenty of time to spare.

Ask for new catalog showing lays and giving press specifications. Your copy will be mailed promptly.

THE UNIPRESS Company

2806 Lyndale Avenue South • Minneapolis, Minnesota



Manufacturers of Laundry Power Presses and Equipment



Quality pressing requires quality press pads—and the regular inspection of those pads.



Resillo FLAMONEL (METAL-FLANNEL) **PADS**

Guarantee Quality Finishing!

- provide higher quality pressing ... longer.
- are made with corrosion-resistant metal mesh, providing resiliency equal to 2 pieces of double-faced flannel.
- six-months guarantee eliminates expensive weekly replacements of double-faced flannel.
- are constructed in exact accordance with press manufacturers' specifications.
- are a permanent type padding ... secured to press by eyelets and wire.

Your Resillo Jobber is trained to help solve your press maintenance problems. Call him today.

Resillo

WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF METAL

PRESS PADS

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

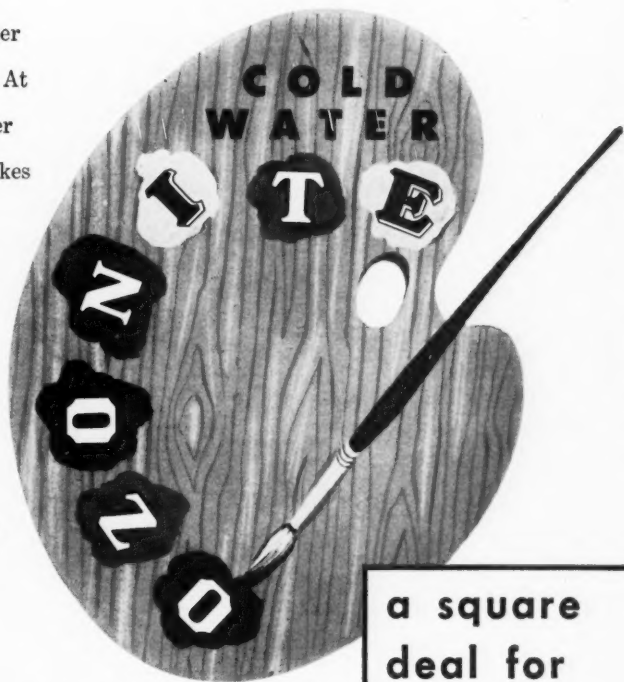
IT WILL PAY YOU, TOO, TO BE "Fussy" ABOUT COLORS!

A woman buys colored clothes *for their colors*. Small wonder that she is "fussy" about how they are handled in the washing process. Small wonder that she expects them to come back to her bright and clean and unfaded.

And that's just the way you *will* return them to her if you give them the protection of Cold Water Ozonite.

There's no safer soap than Cold Water Ozonite . . . nor a more efficient one. At temperatures lower than you are ever likely to use, Cold Water Ozonite makes a rich, thorough cleansing suds. It gets colored clothes *clean* . . . it keeps colors bright and unfaded.

Cold Water Ozonite—co-partner to regular Ozonite for white clothes—is an investment in customer satisfaction that pays real dividends. Try it for a month and you'll agree.



a square
deal for
colored
clothes . . .

Procter & Gamble

CINCINNATI, OHIO

Now! For CLEANER, BRIGHTER Work...

NEW SUPERBILD

NEW FORMULA!

NEW MATERIALS!

GREATER DETERGENCY!

For cottons, for family wash, for heavily soiled work—for all work requiring a high pH builder—Solvay's new SUPERBILD is the ideal builder. Now improved with four special ingredients including complex phosphates, SUPERBILD is blended together in a new, exclusive formula that gives you more suds... greater detergency—many outstanding properties not available in

any other laundry builder! For example...

Only in new SUPERBILD are efficient wetting and penetration, superior soil suspension and dispersion, quick and thorough rinsing combined with strength, safety and economy. In addition, new SUPERBILD is now easier to handle and use because it is free-flowing, non-caking and practically dustless.

Here's What New Superbild Does—

... For the Water

New SUPERBILD improves the action of water, regardless of the degree of hardness. With SUPERBILD, even softened water will wet faster, penetrate sooner, suspend soil better, and rinse more quickly and thoroughly. Water containing hardness will be softened, and the formation of insoluble soaps—soaps that build up on the wash wheel and stick to the clothes—will be virtually eliminated. In addition, new SUPERBILD regenerates lime soaps—insoluble

soaps that may enter the wash with the clothes. These lime soaps are converted, made soluble, or dispersed; they do not re-form in a SUPERBILD solution.

... For the Soap

With new SUPERBILD in your formula, you get more suds and greater detergency... cutting the cost of your laundering operation. New SUPERBILD also has the strength to do an efficient, economical job on heavily soiled work; yet it

has a buffering action that makes it safe for linen supply and family wash.

... For the Whole Wash

Gives you a cleaner, fresher, more sparkling bundle with lower tensile strength loss at a minimum cost. Containing the finest, most modern ingredients and compounded with all the skill of America's oldest and largest alkali producer, new SUPERBILD cannot be matched for efficiency, economy and performance.

SOLVAY SALES DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

—BRANCH SALES OFFICES—

Boston • Charlotte • Chicago • Cincinnati • Cleveland • Detroit
Houston • New Orleans • New York • Philadelphia • Pittsburgh
St. Louis • Syracuse

SOLVAY

Alkalies  Chemicals

Since 1881

* Reg. U. S. Pat. Off.

Soda Ash • Chlorine • Caustic Soda • Caustic Potash • Formaldehyde
Calcium Chloride • Sodium Bicarbonate • Nytron • Specialty Cleaners
Potassium Carbonate • Sodium Nitrite • Ammonium Bicarbonate
Para-dichlorobenzene • Ortho-dichlorobenzene • Monochlorobenzene
Methanol • Ammonium Chloride

Other Solvay Products for the Laundry

GREEN LABEL* COMPOUND
SNOWFLAKE* CRYSTALS
NYTRON*
SODA ASH
CAUSTIC SODA
LAUNDRY SODA

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

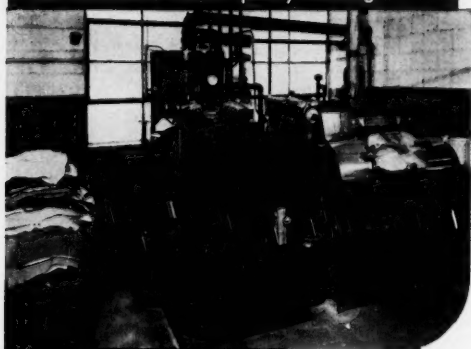
Prosperity's "Complementary Combination" ★

builds business on Service and Quality!

More **ACTUAL PROOF**

**Users *Everywhere*
build business on quality
cleaning and finishing!**

Prosperity 6-A Cleaning Unit Installation
at Kleen Rite Cleaners, Nashville, Tenn.
Few separations and fast, complete, auto-
matic cycle favor quick service. Continu-
ous distillation insures quality cleaning.



Prosperity Air-Operated
Presses serve Kleen Rite
Cleaners. Smooth, sensitive
control of the finest features
ever built into pressing ma-
chines assures finer and
faster finishing... sustained
high quality and output.



KLEEN RITE CLEANERS

INCORPORATED
1711 BROADWAY
NASHVILLE 4, TENNESSEE

Mr. W. G. Carter, Sales Mgr.
Southeastern District
The Prosperity Company, Inc.
445-447 W. Peachtree Street
Atlanta, Ga.

Dear Sir:

You will recall that we started in the Dry Cleaning business in August 1948, using one of your 6-A Units and four of your EZD Air Driven Dry Cleaning Presses at our present drive-in location at 1711 Broadway here in Nashville, Tennessee. We have been more than pleased with the success of this venture and astounded at the rapid growth of our business. This rapid growth is exemplified by the fact that in June of 1949 we added another 6-A Cleaning Unit and two more EZD Presses and now, in the late summer of 1950, we have just placed another order with you for our third 6-A Cleaning Unit and one more EZD Press. Although we have a very fine drive-in location, this rapid growth in our business is, we believe, due in great part to the quality of cleaning we are able to get from your Cleaning Units; also, the quality of work which our presses are able to produce with your EZD Air Driven Presses. We cannot praise this equipment highly enough.

We wish to take this opportunity to thank you for the splendid cooperation your salesman, Mr. Earp, has given us at all times, also, your Service Department in Atlanta. This type of service has enabled us to maintain our equipment in operation at all times and at a very low cost.

We are always happy to have representatives of your Company visit our plant, and this is to assure you that it is our pleasure for them to bring any one who is interested with them at all times.

With kind regards to you and your Company, we are

Yours very truly,
KLEEN RITE CLEANERS, INC.
By EWING NICHOLSON, President



The

Trademark Prosperity
Reg. U. S. Pat. Off.

Company Inc.

Best Sales Made by
Wholly Owned Subsidiary
THE PROSPERITY COMPANY, INC.
A Tennessee Corporation

PROBES
MANUFACTURE



Satinette

**... the
non-congealing
starch!**

Temperature doesn't matter with Satinette. It flows freely at any degree above freezing. So cook it once . . . use until gone. No separation, no re-cooking, no waste. Satinette always penetrates thoroughly providing consistent body and a uniformly-smooth finish.



THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO





20" Wizard EXTRACTOR

- Capacity—25 lbs.
- V-Belt drive
- 1 HP Ball Bearing motor
- Approximate dimensions:
Height 39" Length 37" Width 29"
- Flexible rubber mounting
- Automatic brake
- Sealed-in lubricant
- Shipping wt. 575 lbs.
- 1500 RPM.

"Years of Magic Performance" Hammond WIZARD EXTRACTORS

All Hammond Wizard Extractors are equipped with the new safety lid-lock control. Motor, switch, brake and lid-lock are all controlled by one conveniently located lever arm.



26" WIZARD EXTRACTOR

- Capacity—50 lbs.
- 3 HP Ball Bearing motor
- Sealed Ball Bearings
- Automatic tension adjustments
- Special high slip—high torque motor
- No lubrication required
- 1200 RPM
- Shipping weight 1100 lbs.
- Approximate dimensions:
Height 44" Length 48" Width 37"
- Time clock available at extra cost

No Other Extractor Offers So Much!

Outstanding WIZARD design gives you new speed, new endurance, new features that give smooth performance at less strain. All moving parts completely protected . . . positively no internal friction . . . makes the WIZARD more economical to operate. Check these incomparable features and you'll see why the WIZARD is your best Extractor Buy in '52.

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BLDG., WACO, TEXAS

17" Wizard Extractor

- Capacity 12-18 lbs.
- Automatic brake
- V-belt drive
- 1/2 HP Ball Bearing motor
- Sealed in lubricant
- Shipping weight 495 lbs.
- Approximate dimensions
Height 37" Length 35" Width 24"



See also the 17" WIZARD shown with automatic, standard and optional design. Every safety feature and included.

WRITE FOR COMPLETE INFORMATION



HERE is the Dry Cleaning Press you've been waiting for!

At last, a Dry Cleaning Press *entirely new in design* . . . the Air-Driven Dry Cleaning Press that every dry cleaner has long waited for.

The result of extensive research and development, the AMERICAN-CLEANERS Press is the *simplest, easiest, fastest and safest-to-operate* Dry Cleaning Press ever built . . . A press any girl can operate . . . that beginners quickly learn to operate . . . that experienced press operators take to "like a duck takes to water" . . . A press that has increased production, improved quality and reduced finishing costs in every plant where it is now in use.

EXCLUSIVE FEATURES of AMERICAN-CLEANERS Air-Driven Dry Cleaning Press:

★ **Bar-Handle Operator Control.** A touch of the Bar-Handle Control lowers the head and applies normal pressure. When Bar-Handle Control is released, the head rises. No push-buttons . . . no change in operating habits for operators accustomed to foot-operated presses.

★ **Treadle Control for High Pressure.** With head sealed (by holding on to the Bar-Handle Control), stepping on Treadle Control applies high pressure required for certain garments. Bar-Handle Control can then be released and Press remains sealed in high pressure as long as foot is held on the Treadle Control.

★ **Head Cannot be Closed Accidentally by Stepping on Wrong Treadle.** Head can be lowered only by the Bar-Handle Control . . . operator cannot injure hands by accidentally stepping on the Pressure Treadle while straightening a garment on the buck.

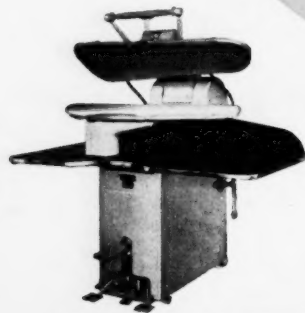
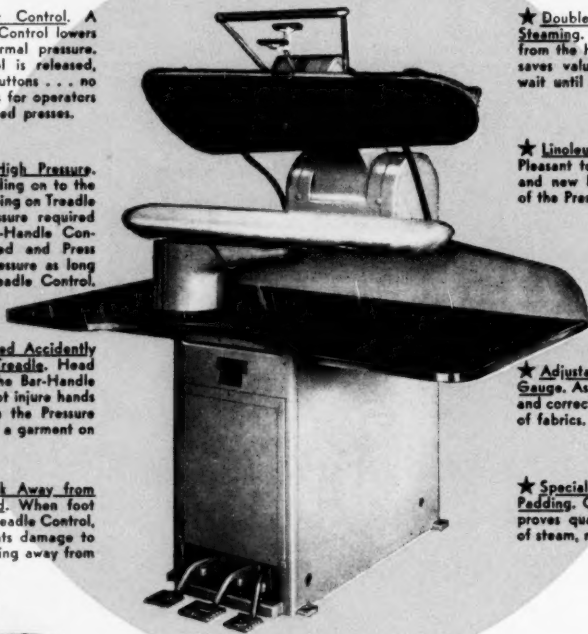
★ **Operator Cannot Walk Away from Press and Leave It Sealed.** When foot is removed from Pressure Treadle Control, the head rises . . . prevents damage to garments by operator walking away from Press and leaving it sealed.

★ **Double-Handle Control for Head Steaming.** Operator can start steaming from the head while head is closing . . . saves valuable time by not having to wait until head closes before steaming.

★ **Linoleum-Covered Steel Work Table.** Pleasant to work on, easy to keep clean and new looking . . . will last the life of the Press.

★ **Adjustable Air-Pressure Regulator and Gauge.** Assure constant operating speed, and correct pressing pressure for all types of fabrics.

★ **Specially Designed Hamilton Spring Padding.** Optional at extra cost . . . improves quality, allows faster distribution of steam, reduces padding costs.



AMERICAN-CLEANERS Foot-Operated Dry Cleaning Press.

AMERICAN-CLEANERS Dry Cleaning Presses are made both Air-Driven and Foot-Operated, in Utility, Mushroom and Pants Leg models, with either steam or air vacuum.

WRITE TODAY for complete information on the many other revolutionary new features of AMERICAN-CLEANERS Dry Cleaning Presses.

cAe
co.

DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**
CINCINNATI 12, OHIO

HOW MONEY IS MADE IN THE LAUNDRY BUSINESS...

FULL CONTROL
OF YOUR
WASHROOM

SPARKLING
WASHES

SATISFIED
CUSTOMERS

UNIFORM
QUALITY
WORK

MORE TIME
TO GET
NEW BUSINESS

It's homogenized

In these times, to meet home washing machine competition, you've got to go out and fight for new business. First, however, you've got to put your house in order and produce top quality work. There's nothing like homogenized PRIME SÖHP to do that job. It performs miracles with the wash — uniformly, consistently. And it gives you more time to plan how to bring more bundles into your plant. Order a trial barrel today.



By the makers of Beachrite, Coldspray, Polarsuds, Fluorium, White Cap Blue

BEACH SOAP COMPANY, LAWRENCE, MASS.

USE HOMOGENIZED

NEW
HOMOGENIZED
PRIME SÖHP

EVERY GRAIN IS BUILT THE SAME
SOAP AND BUILDER
CANNOT SEPARATE

PRIME SÖHP

Starchroom Editorial

Inflation and Prices

Choosing the subject "Has the Laundry Industry A Future?" John Carruthers of the Boston accounting firm laid it on the line in speaking before the annual meeting of the Massachusetts Laundryowners' Association. He was speaking out against the frequently encountered sentiment among laundryowners that the industry has priced itself out of the market, and said that "price is not the answer. It is an alibi for management failure."

The accounting firm conducted a case study of the family laundry service in four Boston plants to measure the effect of inflation in the period from 1941 to 1951. They found that combined dollar sales for the four plants had increased 61 percent in that 10 year period and that the number of bundles increased 16.5 percent. The latter figure clearly indicates that more customers were being served in 1951 than in 1941.

Total pounds of family service work done by these plants decreased by four percent. This decrease was partly accounted for by conversion of some customers from damp to flat service, but comparison of pounds per bundle revealed smaller, though higher priced, bundles of all services.

Since 1951 sales, when computed at 1941 prices, were only slightly over one percent more than 1941 sales, it is apparent that 59.9 percent of the sales increase in 10 years was due to price increases and slightly over one percent due to actual increases in production.

The case study, therefore, pointed to inflation as a major factor in sales increases. But the study did not stop there. The effect of rising labor costs during the period was also investigated.

The plants employed 264 productive workers, as a group, in 1941 at an average wage of 40.2 cents per hour. In 1951, they employed 243 productive workers at an average wage of 79.4 cents per hour. This is an increase in productive labor cost of 97.5 percent. Eighty-eight office, delivery and supervisory employees earned an average salary of \$33.03 per week in 1941. In 1951, this group numbered 108 and their average weekly earnings were \$61.09. The increase was 84.9 percent. Non-productive payroll for the plants averaged \$2,906 in 1941 compared with \$6,598 in 1951, reflecting an increase of 126 percent.

Does this sustain the claim that the industry is pricing itself out of the market? It would seem that a more logical conclusion, and a more obvious one, is that these four plants were serving more customers who paid more money for smaller bundles. If they had not increased prices they almost surely would be out of business.

Even more convincing is a larger survey recently concluded among the firm's clients.

They audited 136 plants with annual sales of 39 million dollars in 1951. These plants extended along the eastern seaboard from Maine to North Carolina. Of these, 128 plants showed an average increase in total sales of 4.38 percent over 1950. The average increase in laundry sales alone was 2.23 percent and for drycleaning sales it was 9.24 percent.

One hundred of these plants were profitable while 28 were unprofitable. Profits were down and would have been down further except for price increases near the end of 1950. All of the 128 plants showed an average

profit before taxes of 2.51 percent in 1951 compared with 3.35 percent in 1950. Among the profitable plants alone the average profit before taxes was 4.21 percent in 1951 against 5.18 percent in 1950.

Perhaps these statistics are not representative of plants over the nation as a whole but they do not show a bad profit picture for a period of mandatory price controls. They are based on audit reports of representative laundry plants with good accounting procedures and records. They point out that the margin is narrow and can be wiped out by further increases in labor costs. But the OPS is already acting on applications for price relief which should restore profits in those plants where needed.

Year of Decision

The General Services Agency of our federal government found that one federal agency had stocked a 93-year supply of fluorescent bulbs and that another had enough loose-leaf binders to last 247 years.

A farmer who wrote to the Department of Agriculture for advice on fertilizers received five different and conflicting answers from five different agencies.

How many times have you heard these examples, or others just like them, cited to illustrate the gross inefficiency of our federal government? Certainly they are not new to those who have heard AIL's Washington representative, Harold Howe, speak at laundry association meetings. Yet all of us have listened, been chagrined or disgusted, and come away with the feeling that the whole problem is just too large and complex for average citizens like ourselves to do anything about.

The struggle isn't quite as futile as we think. There is a way in which we can make our thoughts about such governmental inefficiencies known to people who have it in their power to correct them.

The Citizens Committee for the Hoover Report set a goal of an annual savings of 5.4 billion dollars, with better government service for every citizen in the country, when it was first organized a few years ago. The committee is a bipartisan group of citizens who organized a drive for money to support a vast technical task force to study the federal government from every possible angle to see what could be done to streamline its operations and save the taxpayers money. The committee issued a comprehensive report, much of which has already been translated into law and put into effect. It has recently been announced that approximately 55 percent of its goal has been achieved.

Twenty bills recommended by the committee are now before the Congress for consideration. Soon the national nominating conventions and the election campaign will be underway. These bills will be lost in the confusion unless the Congress is prodded into action now.

What can you do?

First, you can write to Hoover Report, Box 659, Philadelphia, Pa., and ask for a copy of the free, bipartisan booklet, "Saving Dollars." This will help you learn more about the work you can do for better government at a better price.

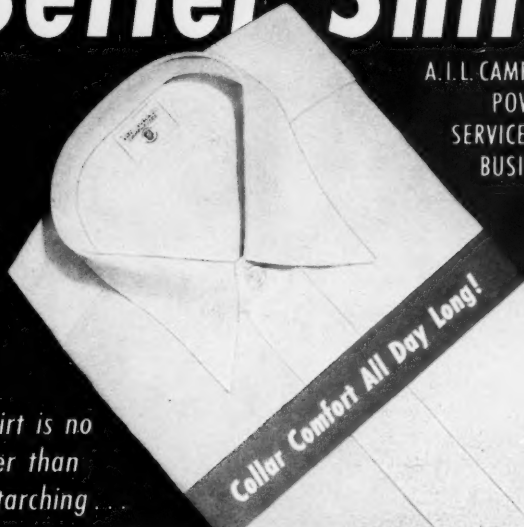
Secondly, you can write to your congressman now and urge him to support the reorganization bills sponsored by the Hoover Committee. If enough of us do that we're sure to get the bills passed this year.



I'VE BEEN ON THE
JOB 20 YEARS. I'M
WORN OUT...JUST CAN'T
DO ANY MORE! IT'S TIME
I WAS RETIRED

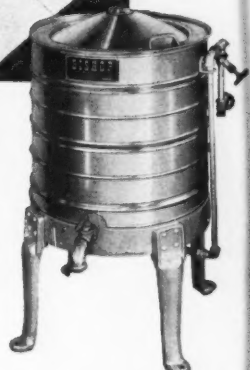
The key to bigger bundles is Better Shirts

A.I.L. CAMPAIGN PROVES
POWER OF SHIRT
SERVICE AS A POTENT
BUSINESS BUILDER



A shirt is no
better than
its starching...

I CAN GIVE
YOU PERFECT
STARCH FOR THE
FINEST SHIRTS
IN TOWN!



THE BEST STARCH IS

Cooked STARCH

Only with cooked starch can you produce the beautiful shirts that look right... feel right... stay right all day long, to bring you profitable repeat business (and the rest of the family bundle along with the shirts). Cooked starch penetrates more uniformly... gets "inside" the fibres to give the fabric soft, pliable body and the silky-smooth "feel" of real quality... doesn't just lie on the surface to cause ugly shine, blisters and rough harshness. Cooked starch dries faster and more evenly on the press to save time, boost production. More economical, too... goes 15% to 20% further than raw starch. Cooked starch means finer, satin-like finishing, faster, at less cost. But good cooking needs good equipment! You can't get starch of proper consistency and keep it at the proper temperature with a worn-out, inefficient contraption that wastes starch, steam and time.

Get a new BISHOP COOKER

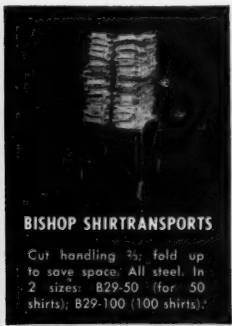
Made of non-corrosive copper... the perfect heat conductor. Double-wall construction, with inner and outer walls scientifically spaced and permanently insulated—prevents sweating and radiation of heat... holds the heat in to keep starch at right temperature indefinitely for proper penetration.

THESE GIVE YOU BETTER SHIRTS, TOO!

in less
time...
at less
Cost!



DRES'N'SPORT FOLD TABLE
With heated expanding collar mold. For fast, flawless folding of both dress and sport shirts. No. B1-33, \$299.00



BISHOP SHIRTRANSPORTS
Cut handling 25; fold up to save space. All steel. In 2 sizes: 829-50 (for 50 shirts); 829-100 (100 shirts).



REVOLVING SORTER \$332.25
50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.

3 POPULAR SIZES

- 15-Gallon (floor space 24"x28"), Model B3-2 **\$230.00**
- 25-Gallon (floor space 28"x32"), Model B3-5 **265.25**
- 50-Gallon (floor space 32"x36"), Model B3-11 **308.75**

F.O.B. CHICAGO

**COPPER IS SCARCE
... LIMITED STOCK.
PLACE ORDER NOW**

For you, BISHOP has looked ahead, built ahead. Despite the shortage of defense-essential copper and brass, you can get the new BISHOP cooker you need—if you act promptly—for faster, more-thorough cooking... finer-looking, finer-wearing shirts.

Order Now FROM YOUR SUPPLIER...

HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO



MANUFACTURERS SINCE 1891



Laundry Costs Cut 50%

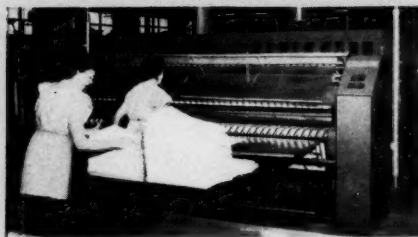
FLEXIMATIC FOLDERS REDUCE LABOR

At Ogden, Utah, the new million dollar Union Pacific laundry is completely Troy-equipped to handle 110,000 pieces of linen per eight-hour day. This plant provides fresh, crisp uniforms, napery and bed linens for the entire Union Pacific Railroad system, including Sun Valley and 16 other resort hotels. Modern methods and Troy equipment have reduced U. P. laundering costs by 50%!

To cut flatwork handling costs, the Union Pacific installed three Troy Fleximatic Folders, which automatically measure and quarter-fold sheets, tablecloths and other large linens, taking them directly off the ironers. Towels, napkins and other small pieces are folded, stacked and counted automatically by four Troy Fold-Fast Folders.

ILLUSTRATED CATALOG

Troy Fleximatic Folders are individually motor driven and can be used with any standard flatwork ironer. Send today for illustrated catalogs on Fleximatic Folders and other Troy equipment designed to cut costs in YOUR laundry.



Fleximatics can fold and by-pass 30", 60" and 90" widths in almost any combination.

OTHER TROY EQUIPMENT AT UNION PACIFIC LAUNDRY

- Eight 42" x 96" "Slide-Out" Washers and one 42" x 54" "Slide-Out"
- Three 54" Olympic bottom-unloading Extractors
- Six 42" x 42" Open-End Tumblers
- Forty-three Rocket Presses
- Four 120", 8-roll Flatwork Ironers, with ventilating canopies

Troy

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

World's Oldest Builder of Power Laundry Equipment (Since 1868)

Pilgrim Sells "Teamwork Laundering"

New advertising campaign is
designed to fit needs of market
saturated with home washers

By JOHN J. MARTIN

AS OF THE FIRST of this year, the Pilgrim Laundry in Brooklyn, New York, switched over to a brand new advertising approach. The campaign is a concrete attempt by an established family laundry to work with the home washing machine.

Pilgrim operates over 50 routes in Brooklyn, Queens and Nassau counties, three heavily populated residential areas of New York City. Housing in these communities consists for the most part of apartment houses and new garden and ranch type homes.

The Queens and Nassau areas have mushroomed since the war, and just about all the newer dwellings come complete with a gleaming white home washer. These, plus dryers and ironers, can be seen in older homes, too.

In adopting a progressive sales approach that fits an obvious situation, Pilgrim has proved that you can teach an old dog new tricks. Pilgrim (a laundry that started selling laundry service the same year that STARCHROOM was first published—1894) is going all out for the new program. The type of advertising reproduced to illustrate this article, according to Sydney Stacey, Pilgrim vice-president, is "the only way to do business today."

Pilgrim spends over \$4,000 a month in all advertising. Approximately \$3,000 a month is scheduled to the new newspaper campaign pushing "Teamwork Laundering."

The main theme of the new Pilgrim approach is convenience. The ads try to sell those things that the laundry can do better than any housewife—the big pieces and shirts. Each advertisement points out that the home washing machine owner can go ahead with the easy pieces, but that she should "send hard-to-wash and hard-to-iron shirts and flatwork to Pilgrim." Pilgrim offers to take the "manual labor" and "drudgery" out of laundering.

Illustrations get right to the point. In some ads the home washer is pictured, and in every one the "home launderer" is specifically addressed.

This frank approach admits that the home washer is here to stay. But Pilgrim is convinced that by selling a service that fits the needs of the market, the future of the family laundry industry is just as assured. ●



**TEAMWORK
LAUNDERING**

**solves
a special
problem**

Yes, Pilgrim "Elective Service" takes the drudgery out of home laundering at low cost.

Here's how it works. Send hard-to-wash and hard-to-iron flatwork and shirts to Pilgrim at our special "Elective Service" rate . . . only \$1.77 for seven full pounds (extra pounds, 17c). For only 16c extra, shirts are beautifully "pressure ironed" without friction by our amazing new shirt units. No rubbing means no tearing—longer wear. Less starch is used—shirts last months longer.

It saves work, lengthens clothes life, costs little. Try it.

Serving Brooklyn, Queens & Nassau

**PILGRIM
LAUNDRY**

Brooklyn, N. Y.
SOuth 8-4567
•
West Hempstead, L. I.
HEmpstead 2-4600

New Pilgrim Laundry advertising attempts to work with the home washer. Note that copy stresses convenience; emphasis is placed on the hard-to-do items that will always belong in the family laundry plant



Home Launderers
Here's a good idea...

**Pilgrim
"Elective Service"**

Home laundering is hard work. Make it easier.

Send hard-to-wash and hard-to-iron shirts and flatwork to Pilgrim at our special low "Elective Service" rate . . . only \$1.77 for seven full pounds (extra pounds, 17c).

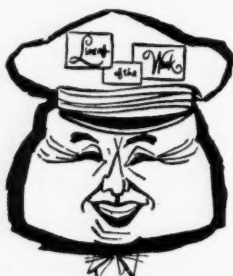
For only 16c each, extra shirts are beautifully "pressure ironed" by our amazing new shirt units that iron without rubbing. They do a better, more even job with no chance of tearing fabric. And less starch is used—shirts wear months longer.

For real economy, longer lasting flatwork and shirts, less drudgery . . . use Pilgrim "Elective Service." Call us.

Serving Brooklyn, Queens & Nassau

**PILGRIM
LAUNDRY**

Brooklyn, N. Y.
SOuth 8-4567
•
West Hempstead, L. I.
HEmpstead 2-4600



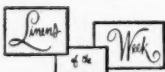
We've Got the Answer to Your Linen Problems!

26,317 SATISFIED NEW YORKERS AGREE:

- ✓ more economical to use home linen service.
- ✓ worth your while by not having to buy linens.
- ✓ a happy solution if you're on a limited budget.
- ✓ actually costs less than the cost of laundering your own family linens, or household linens.

SAVE MONEY, WORK, HEALTH!

- sheets (all sizes) • pillow cases • bath towels
- hand towels • dish towels • wash cloths
- bath mats • table cloths • napkins



America's Largest Home Linen Rental Service

write or phone:

LU 5-0600

350 GERARD AVE., N. Y. 51

Linens of the Week Dist. L
 350 Gerard Avenue
 New York 51, N.Y.
☐ Please send, without obligation, FREE illustrated brochure describing this wonderful service
 Name _____
 Address _____
 City _____
 Apt. _____ Phone _____

Ads of this type have proved successful for Linens of the Week

Home Linen Rental Grows in New York

Move to larger plant, greater promotional activity, indicate steady progress of unusual laundry service

By JOHN J. MARTIN

But what makes them so sure the investment will pay off? How can they be so sure that the growth pattern will continue?

The answer, according to Merchandising Manager Frederick A. Schwartz, is that Linens of the Week has found a way to sell home linen rental at a profit. They've figured out what the customer wants, and made it easy for her to get it. They've got the answers to any possible objections, and they've gone ahead with an aggressive advertising program.

Typical solicitation

If the reader will picture himself as present at a solicitation by a Linens of the Week salesman, we'll try to show what this home linen rental company has done about selling this hard-to-sell service.

The door bell rings, and a middle class housewife, Mrs. Francis X. Murphy, answers. She has seen one of Linens of the Week's striking newspaper ads, and called the plant for further information.

After identifying himself, the salesman begins his efforts by letting the housewife take the lead. He asks, for instance, if she has any specific questions concerning the service.

She might say, "Well, yes. My linens are wearing out, and the cost of replacing them seemed so high that the idea of renting linens caught my fancy for a moment. Since I called though, I've been thinking it over. I just wouldn't want to sleep on sheets that had been used by some stranger."

"I'm glad you brought that point up, Mrs. Murphy," says the salesman. "It's one that I like to answer right away."

"True enough, you will get linens that have been used by some other family, but isn't that the case

TWO YEARS AGO, a report on home linen rental service was presented in STARCHROOM LAUNDRY JOURNAL. A firm called Linens of the Week served to model this laundering newcomer, and in view of recent activity by this same plant, another report on linen supply at the retail level is definitely in order.

In November of last year, Linens of the Week, along with the two wholesale linen supply companies owned by the same management, took over the operating facilities of the huge Cashman Laundry. This plant had sold its customers and goodwill to another laundry. The linen supply operations assumed control over only the buildings and equipment.

This move increased productive capacity for Linens of the Week by five times—and mounted the investment tremendously. There can be no doubt that Linens of the Week believes in the future of home linen rental.

First of all, this belief is based on the fact that users of the service now number over 26,000. Volume has steadily increased. Partly because of this growth and partly in anticipation of even more customers from New York's population of eight million, the investment in added productive capacity was made.

Home Linen Rental Costs As Compared With Other Laundering Facilities.
(Average of 50 Checked in N. Y. Area)

Linens	Amt.	Cost	Linens of the Week	Hand Laundry	Family Laundry Pc.	Home Machines	Chinese Laundry	Family Laundry Lb.	Self-Service (Store Laundry)
Sheets	2	\$ 6.00	\$.40	\$.40	\$.36	Washer	\$.32	Laundry Wt. is 8 3/4 lb.	Wash 2 loads @ .30 .60
Pillow Cases	2	1.40	.18	.20	.18	*Mach. .35	.14		
Bath Towels	4	6.00	.32	.40	.36	Soap } .04	.32		
Face Towels	4	3.20	.20	.32	.32	Bleach } .02	.24	20¢ lb. Min. 10 lb. = \$2.00	Dry 2 loads @ .25 .50
Bath Mat	1	2.50	.15	.29	.28	Elect. } .02	.30		
Wash Cloths	2	.50	.06	.08	.08	Dryer			
Table Cloth	1	4.00	.16	.38	.28	**Mach. .35	.03		Iron Labor 1.00
Napkins	4	2.40	.10	.40	.28	Elect. .10	.30		Elect. } .07
Dish Towels	4	1.20	.20	.28	.28	Ironer			Iron Board Pad Cover
						**Ironer .18	.20		
						Elect. .04	.24		
						Labor 1.00			
		\$27.20	\$1.77	\$2.75	\$2.42	\$2.08	\$2.09	\$2.00	\$2.17
Depreciation as figured by Laundry Institute for Linens—50 Washings			None	.54	.54	.54	.54	.54	.54
TOTAL COST			\$1.77	\$3.29	\$2.96	\$2.62	\$2.63	\$2.54	\$2.71

*Washer: Average cost plus installation of automatic unit—\$300.00, 8 years, 1,000 washings, service, etc.—\$50.

**Dryer: Average cost plus installation of automatic dryer—\$300.00, use 8 years, 1,000 dryings, service, etc.—\$50.

***Ironer: Average cost of automatic ironer—\$125.00, service 8 years, 1,000 ironings, service, new pads, etc.—\$50. Maid hand ironing—1 hr. @ \$1.00.

Electrical costs from Consolidated Edison.

every time you stay at a hotel? And don't I see your little baby wearing a diaper that has been laundered since another baby used it? Yes, Mrs. Murphy, it is a fact that you will be using linens used by other persons, but Linens of the Week are hygienically perfect—guaranteed 100 percent free from harmful bacteria. It's a matter of scientific, modern washing methods—methods we have developed through years of laundering experience."

Mrs. Murphy comes back with another, stating, "That seems logical enough, but I've just had another thought. What kind of linens will I get? Are they good? You know, you can't wash quality into poor linens."

"No, Mrs. Murphy, that's quite true. And that's why Linens of the Week are purchased from top-quality mills. You will find labels from Dundee, Pacific and other nationally known mills on our linens."

"You see, we know that in order to sell our service, we must supply only good linens. If you can't get what you want from us—well, we aren't going to be in business very long. We don't have colored linens, but you will find our white, top-quality sheets, pillow cases, towels, napkins and tablecloths to be perfect for your home and family."

"Besides, Mrs. Murphy, it pays us to use the best. In that way, we get longer use from them. They can come into your home many times before they must be retired, so to speak. You see, we want the best linens, too."

"Those names certainly sound reassuring. But what about the cost? To supply those good linens, and to clean them as well as you say you do—well, the price must be terrific."

"On the contrary, Mrs. Murphy. Take a look at this simple table of laundering costs. It explains what an

average Linens of the Week bundle costs in comparison to all other methods of laundering. You will find that our service will actually save money in the family budget." (See chart above.)

"That's very interesting. And believe me, I'm interested in anything that can cut the cost of running the house. Tell me more about Linens of the Week."

"Thank you, Mrs. Murphy, I'll do just that. I think you will be interested to know that we have a reserve linen plan. We supply an extra set of sheets and pillow cases; just the number you get each week. You can then make up your beds any day you wish, regardless of the day we deliver."

"I was wondering about that, and by the way, about this delivery. . . . Suppose I'm not home when you call? When will I get my linens?"

Delivery problems solved

"Deliveries are made the same day each week, at approximately the same hour, so you can plan accordingly. If you'd like, you can use Linens of the Week's Key to Convenience plan. By giving the key to your apartment to the routeman, he can make an exchange of clean linen for soiled even if you are not home. The routeman is completely bonded, and you'll be interested to know that we have never had one loss from theft."

"Well, I might use that key plan, but then how would I pay each week?"

"All Linens of the Week payments may be prepaid, Mrs. Murphy. Since you will be getting the same items each week, and each item has one piece price, it's easy to figure out the weekly bill in advance. If you'd like, I can take a small amount of money to be credited against future linen rental charges."

"It sounds awfully good, especially that simple book-

WHY BUY YOUR FAMILY LINENS?

Let us
Supply

- Sheets • Towels
- Pillow Cases
- Table Linens
- Face & Dish Cloths
- Bath Mats

For As Low As

75¢

Weekly

LINENS of the WEEK

The Aristocrat of Home Linen Rental Service

*plus small service charge

SAVE

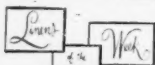
SAVE MONEY! Family linens completely supplied at low, low cost. We buy, we supply!

SAVE WORK! No more sorting, washing, drying, ironing, 52 wash-free holidays a year.

SAFEGUARD HEALTH! Guaranteed hygienically pure, 100% bacteria free. Whiter! Brighter!

**DON'T WAIT!
PHONE NOW!**

LUDlow 5-0600



America's Largest
Home Linen Rental Service
350 Gerard Ave. N.Y., 51

☐ Linens of the Week
350 Gerard Avenue
New York 51, N. Y.

☐ Please send, without obligation, FREE illustrated brochure describing this wonderful service.

Name _____ Dept. C
Address _____
City _____
Apt. _____ Phone _____

Newspaper ad stresses economy of linen rental plan

keeping. But wait a minute. It seems to me that every time I've been in a restaurant, I've seen those ugly black markings on the linen. Will my linen have those terrible identifications?"

"Absolutely not, Mrs. Murphy. There is only one mark on a Linens of the Week piece. That's a bright golden thread woven into the selvages. It's actually part of the linen. It adds to the beauty of the linen, and gives us all the identification we need. No black marks for you, Mrs. Murphy."

"You've sold me. The whole thing sounds so convenient and easy to work with. Now, I'll need 4 sheets, 4 pillow cases, 6 towels..."

And Linens of the Week has made another sale.

Convenience stressed

Linens of the Week's steps to making their service convenient are the reserve linens, the Key to Convenience, and the pre-payment plan. These are stressed in every selling effort. It is felt that convenience closes more sales than the price motive.

Linens of the Week will make deliveries to suit the customer. Specials and extra linens will be sent out on request. No request is too trivial.

Obviously, this policy makes delivery cost high. Linens of the Week figures it to be about 36 cents on each delivery. But they have a way of keeping it that low, and sooner or later, reducing it.

They call it "route saturation." When a route has to be built, all selling efforts are concentrated in a small area. The plan is to get a concentration of customers that can be serviced from one truck. They figure that the smaller the area, the lower the costs.

Consequently, they will pick a route that seems out of line, and devote all canvassing efforts on that route until the needed 10 or 20 or 30 customers are added. Then a switch is made to build another route. Note that this plan, in essence, is quite similar to the "block-busting" technique used with such success in the family laundry industry.

While this saturation of personal selling goes on, Linens of the Week maintains a complete schedule of advertising in newspapers, New York magazines, in the classified directory, and by direct mail.

Direct mailings are two colored pieces of light, airy, interesting copy. Newest campaign along this line is to be a questionnaire piece that will ask the prospect to list the manner in which she now does her laundry. It will ask her how much she does, and what it costs. In return for her cooperation, Linens of the Week will send her a free and very attractive gift.

This plan will accomplish two things. It will get names for the prospect list. More than that, it will give the salesman background on the customer. He will enter armed with valuable information about each prospect.

To keep quality up to standard, a constant inspection is made. Even though investment in linens is over \$40 for each dollar of sales, there is actually an effort made to continually pull linens out of service. If there is a stain, tear, mend spot, worn edge or any defect, the linen is immediately pulled from the home rental service. It is switched to the commercial linen supply inventory, where perfection is not a prime requisite.

A good quality wrapping paper is used, and fastened with the distinctive Linens of the Week gummed tape. The wrap is tight and uniform.

Typical linen supply production

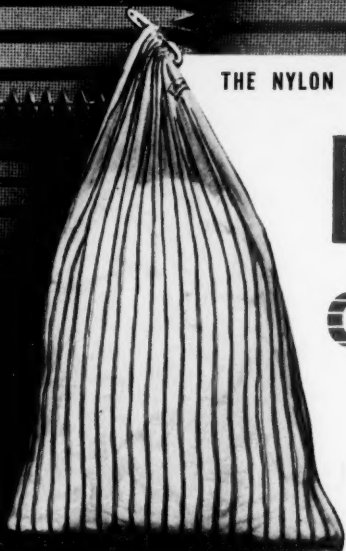
With few exceptions, Linens of the Week looks like any other large linen supplier in the production department. Soiled work is brought into an unloading platform to be checked against last week's outgoing supply records. As each bundle is broken on large tables, the count is recorded. Pieces are then tossed into large rolling trucks of all of one kind of linen. These are moved to the washroom.

Fifteen wheels, ten large and five small, are on the same floor as the unloading area. After extraction, the linens move to the second floor on an elevator. Here, each monorail extractor basket is dumped onto a chute that leads to a pre-conditioning tumbler. Since each basket contains only one kind of linen (sheets, or pillowcases or some one of the ten linens supplied), it is a simple matter to unload the tumbler into baskets, and move the linen to the finishing operations.

Towels move to the three huge linen supply tumblers, while six flatwork ironers handle the flatwork.

Perhaps this last bit of information on production will be of limited value to the family laundry operator. But the sales techniques used by Linens of the Week should be limitless in value.

They are selling (and selling more today than they did yesterday) a service that is immeasurably tougher to put across than family laundry service. They do it simply, but effectively. Linens of the Week does the things that any laundry can do. They stress convenience, produce quality work, package it right, and tell the public what they are doing with a good advertising program. ●



THE NYLON NET DEMANDED BY PRODUCTION-MINDED LAUNDRYMEN!

LOOK

COLORED STRIPES

AT NO EXTRA COST!

NOW you can end haphazard production control with BENWALL'S NEW COLORED STRIPE NYLON NET SERIES, made with the famous 2 x 2 construction and pre-dyed yarn, WOVEN INTO THE NET!

COSTS YOU NO MORE THAN ORDINARY WHITE NETS!

BENWALL COLORED STRIPE SERIES are immediately available in 6 Brilliant Colors:



Magnified section shows famous 2 x 2 construction. It means longer life for your nets.

RED
GOLD

GREEN
BROWN

BLUE
BLACK

Colors are fast to washing for life of net. If you desire additional classifications, please write us.

BENWALL'S COLORED STRIPE NETS give you the opportunity to use color for production control without resorting to costly gadgets or gimmicks; and remember, they cost you no more than ordinary white nets.

AVAILABLE IN ALL POPULAR SIZES

BENWALL MFG. CO., INC., 2859 ATLANTIC AVENUE, BROOKLYN 7, N.Y.

FREE! Fill out this coupon and get a free Handkerchief Nylon Net with Colored Stripes. Mail the Coupon to us direct or give it to your Jobber.

BENWALL MFG. CO., INC., 2859 ATLANTIC AVENUE, BROOKLYN 7, N.Y.

Gentlemen:

Please send me immediately a FREE sample of your handkerchief nylon net with Colored Stripes.

NAME OF FIRM.....

SIGNED.....

ADDRESS.....ZONE.....STATE.....

OUR JOBBER IS.....

Cut out coupon and give to your jobber salesman or mail to us direct.

Benwall

Tailored to Today's Vast Market for

The "NABORETTE" LAUNDRY

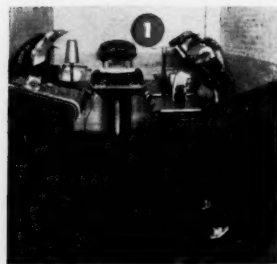
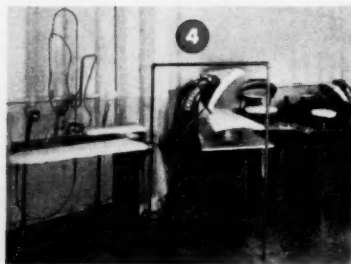
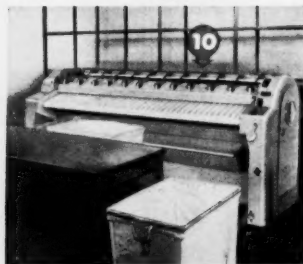
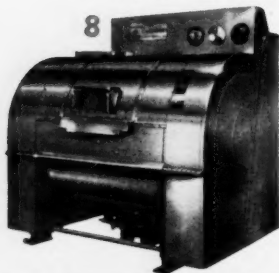


Presenting a modern, aggressive means for selling laundry service to meet the buying habits and living needs of the rapidly increasing suburban population of our nation's cities, the AMERICAN NABORETTE LAUNDRY is a beautifully balanced "packaged" unit designed for cash-and-carry operation in a neighborhood shopping center.

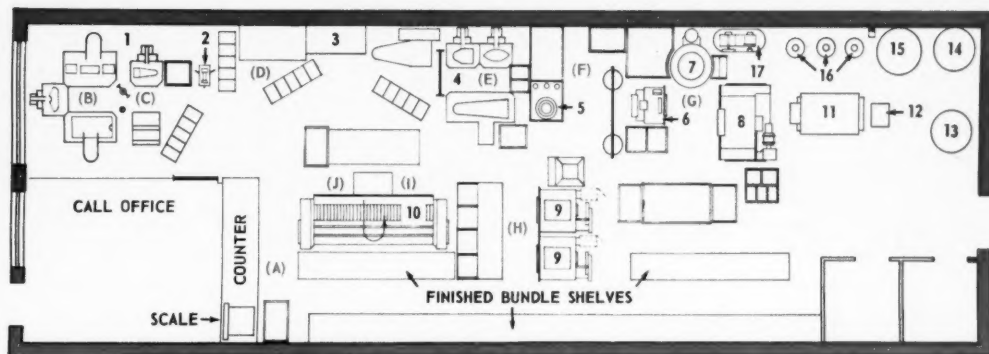
With an investment of less than \$25,000 for all equipment, (including the power plant) and complete furniture, the AMERICAN NABORETTE LAUNDRY will produce a weekly sales volume of approximately \$1200. Offering quick, personalized service, it will produce a full range of laundry services, from Damp Wash to Finished Family, not possible with the usual launderette or self-service laundry.

Only 9 productive operators (including a working superintendent or manager) and an office girl are required, and profits of 25% and more are being made in existing NABORETTE plants.

WRITE TODAY for free, fully illustrated book describing the merchandising and operating advantages, and proven profit potentialities of the AMERICAN NABORETTE LAUNDRY.



Quick, Convenient Laundry Service!



Floor Plan Layout for AMERICAN NABORETTE LAUNDRY
Minimum space required, 25 by 75 ft. (outside building dimensions).

PRODUCTIVE EQUIPMENT

- 1—Two-Operator Shirt Unit
- 2—Button Machine
- 3—Sewing Machine
- 4—Wearing Apparel Finishing Unit
- 5—Starch Extractor
- 6—30x15" End-Loading Washer
- 7—30" Solid Curb Extractor
- 8—42 x 36" CASCADE Washer
- 9—Two 36x30 AIRCRAFT Gas-Heated Drying Tumblers
- 10—110" AMERICAN Gas-Heated Flatwork Ironer

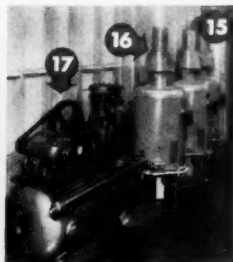
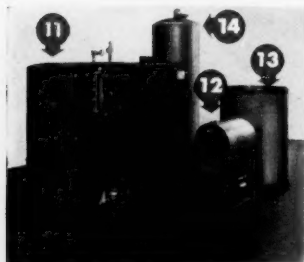
POWER PLANT EQUIPMENT

- 11—Gas-fired Steam Boiler
- 12—Make-up Tank for Boiler
- 13—Brine Tank for Water Softener
- 14—Water Softener
- 15—Hot Water Storage Tank
- 16—Three gas-fired Water Heaters
- 17—Air Compressor

PERSONNEL

- A—Office girl
B & C—Shirt Unit Operators
D—Wrapping Operator
E—Wearing Apparel Finishing Operator
F—Assembly and Dispatch Operator
G—Washman (working Supt. or Mgr.)
H—Tumbler Operator
I & J—Flatwork Ironer Operators

NOTE: Not identified in the layout are trucks, portable bins and specially designed furniture supplied with the complete, "packaged" unit. Or, detailed drawings can be provided for having furniture made locally.



The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



Washerette's immaculate plant, dramatically illuminated at night to attract attention of passers-by, has caused much favorable comment

Plant Cleanliness Can Pay Off

Two sparkling-clean, quick service plants
attract customers and keep them

By JAMES A. BARNES

THE BARNETT BROTHERS, Bob and Ronald, are proud of their two quick service laundries in Chicago and justly so. Both plants are so neat and attractive in appearance that a passer-by is just naturally tempted to try the service and, having tried, become a steady customer. The plants are turning out clean work in clean premises.

The boys are the sons of the late H. Barnett, a Chicago decorating contractor who founded the business in 1948. Together they pool the overall management responsibilities for both operations. However, a visitor will find Bob hard at work any day at the Launderette, as it is known, in the Chatham district of town while Ronald is similarly occupied at the South Shore plant known simply as the Washerette.

Everything about both establishments was planned by the father with the idea in mind that housewives like to take their bundles to a clean plant. No plumbing fixtures, pipes or electrical connections are visible. All are enclosed in a tiled baseboard which runs along the wall behind the line of washers. The baseboard extends up the wall to a slightly higher level than the top of the washers which are set on a raised platform.

The discharge line from each washer is trapped and each pair of washer discharge lines is vented. This provides complete insurance against the backing up of any sewage or gases into the washers. No water or other washing supplies sloshes about the linoleum floor.

Running along the top of the baseboard are concealed fluorescent lights which illuminate the sparkling white wall. This wall is attractively decorated with three murals depicting the primitive methods of washing clothes employed by the housewives of bygone years. The murals were done by the boys' sister.

The wall at the back of the room is concave in shape and is decorated with wallpaper of a broad horizontal

stripe design. The stripes are dark gray and create the illusion of a room that is much wider. Counters at the front of the store are constructed of glass brick and attractive chrome and leather chairs, tables and smoking stands line the windows.

The interior decorating of both plants is identical except for the store fronts. Because Washerette is on a corner location, it has display windows on two sides whereas Launderette has only one exposure.

In addition to the washers at Washerette, other pro-



Bob Barnett, left, and brother Ronald each supervise one of the two plants, assume joint responsibility for overall management of both. Note attractive murals and tiled baseboard behind line of washers

THOMPSON-HAYWARD

Chemical Company

BULLETIN



Published by Laundry Supply Division, Kansas City, Missouri

Thompson-Hayward's "USE-TESTED" Detergents Bring in New Business

"Use-Tested" Slogan Not Just Words; Every Product Proves Self in Wheel!

For many years, Thompson-Hayward Chemical Company's Laundry Supply Division has used the expression "USE-TESTED." It has done this for a reason:

Thompson-Hayward itself "Uses" these detergents in its own testing laboratories. In this continuing testing program, "USE-TESTED" detergents are put through simulated use-tests many times tougher than those encountered in the washroom.

But that is not all. Thompson-Hayward service men constantly check and study the operation of "USE-TESTED" detergents in the washrooms of our customers. We can show you detailed reports on this. Yes, "USE-TESTED" is not just a slogan—it's a FACT!

Whiter Whites!

The supreme test of any detergent soap-builder is quality—and quality is determined by whiteness in the bundle. Try our "USE-TESTED" detergents for whiteness! Order NOW!

Trained Men Service and Demonstrate "Use-Tested" Products

When you use Thompson-Hayward detergents, there's an expert counselor in that department right near you. Use him! Thompson-Hayward sales-service men are located in the following convenient cities:

Chicago	Davenport
Omaha	Denver
Des Moines	Wichita
St. Louis	Kansas City
Tulsa	Oklahoma City
And in Texas:	
Dallas—San Antonio—Houston	

BUILDS BUSINESS

Your route-men will welcome the day you start using "USE-TESTED" detergents. Proof of efficiency is "in the bundle"—nothing sells the customer like quality work! Whites are whiter, colors brighter, linens soft and fluffy. Try "USE-TESTED" alkalies and soaps NOW!

Thompson-Hayward Sales Offices and Warehouses Throughout Midwest

For detergents and all laundry supplies, you will find what you need at these Thompson-Hayward warehouses: Kansas City, New Orleans, Minneapolis,

Oklahoma City, N. Little Rock, San Antonio, Des Moines, Davenport, St. Louis, Houston, Dallas, Wichita, Memphis, Chicago, Omaha, Denver, Tulsa.

Sound, Reliable Builders Designed For Quality and Economy



These top-quality soap builders all contain generous quantities of complex phosphates. They regenerate lime soap into active soap on break, and give longer soap

mileage.

Hy-Sol (medium pH) for general use, supplies all properties for the complete detergent. Special wetting agent assures rapid action on break.

Ultra-SOL

This high pH detergent qualifies with the best for colloidal action, emulsification, wetting, saponification and full buffering. Extra fine soap builder and suspending agent, for whitest of whites. Controlled alkalinity holds suds, prevents redeposition of soil.



Nu-SOL

A specially designed product for use in hotels, hospitals and other institutions. Mild builder, easy on linens. Special soap regeneration gives extra long soap mileage.



**USE-TESTED Products are
easy to use. TRY THEM!**



Glass brick counters add to attractive appearance of quick service plant. Heat from flatwork ironer, at left, is vented off canopy through the roof by means of a blower. Tumblers are completely enclosed and thermostatically controlled for maximum efficiency.

ductive equipment consists of four 36 x 30 gas heated tumblers, one 17-inch and two 20-inch extractors, and a 100-inch steam heated flatwork ironer. There is no flatwork ironer at the Launderette plant.

The line of tumblers is set against a wall and completely enclosed by a plaster and fiber composition wall-board which rises from the floor to the ceiling. A door in one of the walls provides access to the lint traps. The tumblers are equipped with thermostats which, the management claims, permits the re-use of all the heat. The entire compartment is constructed of nonflammable materials.

An interesting feature of the flatwork ironer is the sheet metal canopy in the design of which the Barnetts collaborated with the ironer manufacturer. Heat from the iron is vented off the canopy through the roof of the building by means of a blower. Ordinary stovepipe is the heat conveyor.

At Washerette the power plant is located in a small room behind the concave rear wall of the washroom. Equipment consists of a gas fired $5\frac{1}{4}$ hp. boiler and four gas fired circulating hot water heaters. Water is circulated through the heaters by pump and stored in a 500-gallon storage tank. A small water softening unit completes the compact setup.

Production responsibility

As is the usual case in most of the quick service operations of this size all employees seem to "double in brass" when it comes to specific job assignments. However, Ronald's working force at the Washerette consists of six girls and the work is roughly divided as follows. Ronald and two of the girls handle the cash register and all of the washers. There are three girls on the flatwork ironer—two feed the ironer and fold the flatwork while the third girl lays out the damp flatwork for them and, in addition, folds towels as they come from the tumblers. The remaining girl in the plant operates the tumblers and extractors.

Inasmuch as all flatwork finishing for both stores is done at the Washerette, Bob has only three girls with him at the Launderette location. Otherwise the productive setup for both plants is the same.

Speaking of the flatwork ironer, it is significant that



Two girls feed ironer and fold flatwork at Washerette plant. A third girl lays out the damp flatwork and folds towels as they come from the tumblers. Ironing service boosted sales 40 percent in one month.

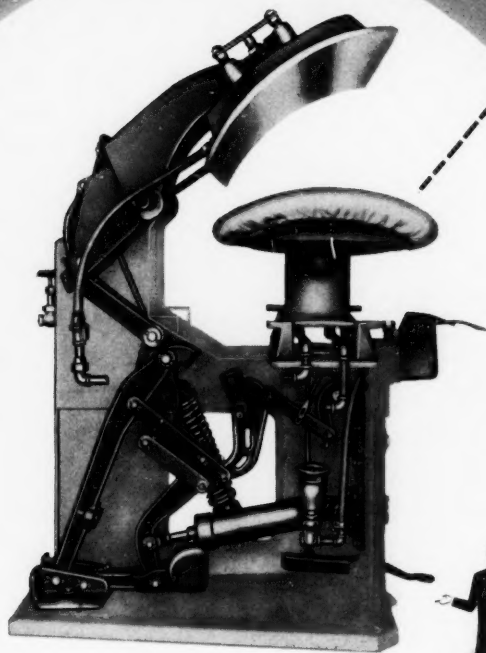
when it was put into operation combined sales for the two plants increased by 40 percent the first month. Unlike many other quick service operators in the Chicago area, the Barnetts do not accept shirts for finishing by other plants.

The first store was opened in July, 1948, and the second in October, 1949. The ironer was installed in August, 1950.

Sales at both locations have grown steadily from the beginning. The boys say that most of their customers come from the surrounding neighborhoods. However, one steady customer from southern Indiana drops off bundles on the way into Chicago. They stress cleanliness in describing the success of their business. They say they are giving their customers clean bundles from clean plants and the customers like it. ●

Most laundry presses look good-

OUTSIDE!



LAUNDRY
PRESS A



PANTEX
LAUNDRY
PRESS



LAUNDRY PRESS B

BUT—when you *look inside*, you can readily see the difference and see *how* and *why* good engineering like that in Pantex Laundry Air Presses can protect your production and save you hundreds of dollars a year!

Only **ONE** master air valve, air cylinder, and shock absorber. No diaphragms, packing, push-buttons, or easy-to-break tension springs. *Pantex engineering has eliminated the gadgets that cause 85% of your service and maintenance headaches!*

Pantex "dynamic leverage" offers *fast, easy operation. A Pantex Press is simpler and has fewer basic parts . . . all accessible.*

See for yourself . . . let a Pantex Sales Engineer prove that Pantex gives you more production time — week in and week out — plus faster, finer shirt finishing . . . **AT LESS COST! No obligation.**



**EQUIPMENT
THAT INVITES
COMPARISON!**

PANTEX
MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

PANTEX MANUFACTURING CORPORATION
BOX 660-G, PAWTUCKET, RHODE ISLAND

Gentlemen: Please send me further information about Pantex Laundry Air Presses.

Name.....

Company.....

Address.....

City..... Zone..... State.....

578

Starchroom's Laundry Primer

PART IV

Alkalies and How To Use Them



By RAYMOND W. AHR

IN THE WASHING of white work and fast colors, soap solution alone does not have all the attributes of a good washing agent. It is necessary to make it more efficient by adding a "builder" to it. Washing of dark colors, silks, woolens, and similar materials whose fabric qualities or color may be affected by higher alkalinity are washed with a neutral soap solution alone, or with a synthetic detergent where applicable.

This "builder" performs the function that its name indicates—it builds up and aids the soap in removing soil. A little background of very basic chemistry is necessary in understanding how alkaline builders work, and how to use them to best advantage.

To begin, alkaline materials have the ability to neutralize acids and to turn red litmus paper blue. More exactly, they are materials which from their own construction, or from breaking down the water solution in which they are placed, release particles of matter known as OH ions. The presence and abundance of these OH ions in a solution are the indication of an alkaline material.

What alkalies do

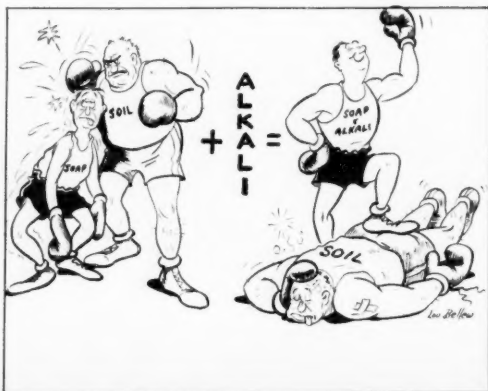
The laundryman wants to know just how these alkalies will aid him. Here are the chief reasons for using them.

1. Neutralization of acids. Body garments and table linens often contain acids of various types that destroy soap by converting it to a form useless in washing. Alkalies neutralize these acids. A simple example is the neutralizing of hydrochloric or muriatic acid by caustic soda to form common salt, which is far less harmful to the washing operation.

2. Saponification of fats. Certain types of soil present on fabrics is of a fatty or fatty acid nature. This may be removed through the use of alkali alone, the alkali combining with the fats to form soap. The linsed oil in painters' clothes and the grease on kitchen towels are good examples of these fats being converted by alkali to soap, which assists further in the removal of other soil.

3. Increase the detergent efficiency of soap. Theory and practice have shown that when an alkali is added to a soap solution, the resultant combination is a better cleansing agent than either of the two by itself. A demonstration in common use illustrates this point quite well. Lampblack is placed on each of three pieces of porous paper. Alkali in solution is poured through the first, and it is found that no appreciable amount of the lampblack is carried through. A soap solution poured through the second will carry with it some lampblack, but much less than that achieved when a soap-alkali mixture is passed through the third. Incidentally, this process of carrying lampblack through porous paper is quite similar to the way solid dirt particles are removed from a fabric.

4. Increase the wetting power. A droplet of water on fabric is slowly absorbed; soap solution penetrates more rapidly; and a mixture of soap and alkali illustrates its increased wetting power through even



Builders help soap to remove soil

Less than 5¢ a Gallon

for the safest
stripping bath
you can make...

when you
use

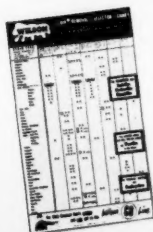
YellowGo



It costs so little to remove fugitive dye stains — quickly, surely, safely — in a YellowGo stripping bath. A single gallon of highly concentrated YellowGo gives you 250 gallons of stripping solution at less than 5¢ a gallon. Use it in washroom and dry cleaning department to remove YELLOW, RED, GREEN, BLUE, PURPLE and other colors that have run, bled or printed off... on cotton, wool, linen, silk and synthetic fabrics. When you strip with YellowGo you strip with safety because it's controllable — works cold as well as hot... lifts one color from another without affecting original color... doesn't whiten off-whites.

There's no substitute for **YellowGo**

...order it by name from your jobber



FREE! New "STAIN REMOVAL SELECTOR CHART", a handy wall-hanger guide to the removal of difficult spots and stains. Ask your jobber for a copy or write direct to
A. L. WILSON CHEMICAL CO.,
Kearny, N. J.

Toughest stains
go fast



with **TarGo**

...the action-loaded
spotter that works
when others won't!

more rapid absorption. This increase in wetting power means that the washer load may be penetrated in a shorter time, permitting the solution to go to work more rapidly.

5. Water softening properties. Even though the laundry may be equipped with a water softener, soil on the load will contribute a considerable amount of hardness to the water in the washer. This hardness must be removed before the soap solution can go to work, and alkali will remove it cheaper and more efficiently than soap will. When you plan to soften water in the washer, at least part of the alkali should be added well in advance of the soap, since simultaneous addition will result in decomposition and precipitation of a surprising amount of soap.

There are two important characteristics of alkalis to keep in mind: the concentration of OH ions in solution, and the total amount of alkalinity. These ratings are known as the pH value and the sodium oxide content.

The pH scale

For our purposes, pH values are reference points on a scale to indicate the activity of a solution. We may compare the scale to a thermometer. A thermometer tells us the temperatures, with no reference to the total heat present in a given area. We interpret this temperature reading to apply to the conditions we wish to meet. In heating a room, 100 degrees would be too high, yet in baking this same temperature would be too low. The pH scale is constructed so that 7 indicates a neutral solution, neither alkaline nor acid. Numbers above 7 indicate increasing alkalinity, up to a maximum of 14. The increase is tenfold for each succeeding higher number. A pH of 9 means ten times the activity of pH 8, and pH 10 means ten times the activity of pH 9. Similarly, below pH 7 acidity is expressed in the same proportions.

The pH scale may be applied to everyday materials. Tap water commonly shows a pH of from 7.5 to 8.0, indicating the presence of some dissolved bicarbonate alkalinity. Soda ash in a 0.1 percent solution (one part of soda ash to 999 parts of water) shows a pH of 10.7. Caustic soda in the same concentration shows a pH of 11.8. Neutral soap at this concentration reads from 9.6 to 10.0.

On the acid side of the scale, we find boric acid, used as an eye-wash, at pH 5.5. Acetic acid, present in

vinegar, shows a pH of 3.0 at 0.1 percent concentration. Hydrochloric or muriatic acid has a pH of 1.5 at this concentration.

This brings us to a very important point. If we are to "build" our soap solution with alkali, we must choose one that exhibits a pH higher than that of soap. Since soap has a pH of 9.6 to 10.0, we consider those alkalis which will add their higher pH to the solution. The common alkalis, in a 0.1 percent solution, show the following:

CHART A

Alkali	pH
Caustic Soda	11.8
Sodium Metasilicate	11.2
Trisodium Phosphate	10.9
Soda Ash	10.7
Modified Soda	10.0
Neutral Soap	9.8
Borax	9.0
Sodium Bicarbonate	8.4

The Na₂O content

In addition to the pH value, alkalis are rated on their Na₂O content. This sodium oxide content is the relative neutralizing value of an alkali compared to that of sodium oxide, which has been arbitrarily chosen as a standard. By this method, an alkali rated at 50 percent Na₂O would have just half the neutralizing value of an equal weight of sodium oxide. Na₂O values for common alkalis are as follows:

CHART B

Alkali	% Na ₂ O
Caustic Soda	77.5
Sodium Orthosilicate	67.4
Soda Ash	58.5
Modified Soda	41.1
Sodium Bicarbonate	36.9
Sodium Sesquisilicate	36.9
Sodium Metasilicate	29.24
Trisodium Phosphate	24.5
Borax	16.25

By using the above values, substitution of one alkali for another may be made with the assurance that the alkalinity of the replacement would be the same. For example, it may be desirable to replace sodium metasilicate with sodium orthosilicate in order, say, to take advantage of the latter's higher pH. Multiply the poundage of the metasilicate by its Na₂O percentage, and divide this total by the Na₂O percentage of the orthosilicate to find the poundage of orthosilicate needed.

Overcoming bicarbonate alkalinity

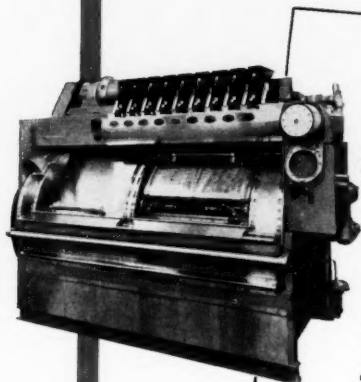
We can now illustrate how this information can be put to use in the washroom. From Chart A we note that neutral soap has a pH of about 9.8 and that the pH of soda ash is 10.7. We know from the past experience of washmen over the years that an efficient ratio of soap to builder is 10 parts of neutral soap to six parts of soda ash. This ratio will result in a pH in the range from 10.5 to 11 for the suds bath provided the water is zero soft. The presence of bicarbonate alkalinity in the water, however, will lower the pH of the suds at this ratio unless compensated for by the addition of more alkali.

Charts C and D below may be used as guides to assist in determining what variations in the soap-builder ratio may be used to raise the pH in the presence of varying degrees of bicarbonate alkalinity. For instance, if the water contains 100 ppm. bicarbonate alkalinity, the ratio would be 40 pounds of soda ash to 100 pounds of soap plus the addition of eight pounds

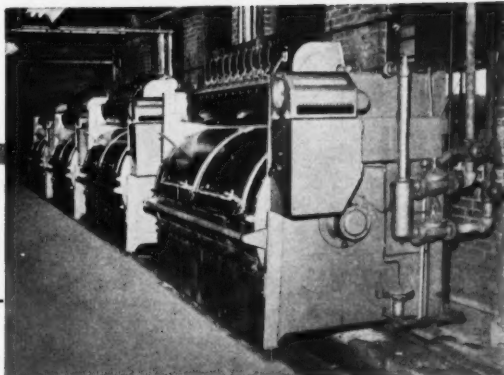
Here is what alkalis contribute to the washing process:

1. Neutralization of acids.
2. Saponification of fats.
3. Increased soap efficiency.
4. Increased wetting power.
5. Water softening properties.

4 for CINCINNATI



THE
**Abbott
Linen
Supply Co.**



GENERAL OFFICES: 310-316 NORTH AVENUE, YOUNGSTOWN 1, OHIO
PLANT: 29 BACK STREET, CINCINNATI, OHIO - PHONE CHERRY 6596

March 18, 1952

Robot Laundry Machinery Sales
Division of The Wolf Company
Chambersburg, Pennsylvania

Gentlemen:

In November, 1951, we installed in our Cincinnati, Ohio plant four 44" x 84" 2-pocket Robot Automatic Washers. This installation has effected the most remarkable saving and trouble free operation this plant has ever enjoyed.

These Robots use only half the space occupied by the old equipment. Savings in supplies of approximately 54%, water 30%, steam 50%, power 30% and labor 33-1/3% have been realized. We also find that our operating time has been cut by 1/3 while the quality of the finished work has improved.

You now have our order for one more 44" x 84" 2-pocket Robot, when delivered, we feel that our total of five Robots will give us the most modern and efficient washroom available.

We will always be glad to recommend Robot Fully Automatic Washers to interested plant owners whenever the opportunity presents.

Very truly yours,
ABBOTT LAUNDRY & LINEN SUPPLY CO.

Harry Spero
President

Harry Spero/tml

WE SUPPLY: Uniforms, Aprons, Towels, Sheets, Table Cloths, Pillow Cases, Wipes, Complete Linen Service, Continuous Towels, Etc. to Hotels, Restaurants, Barber Shops, Doctors' Offices, Factories, Etc.

WRITE TO-DAY
for information
that will save
you money.

THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER

ROBOT

LAUNDRY MACHINERY SALES

CHAMBERSBURG, PENNSYLVANIA



DIVISION OF
THE WOLF COMPANY

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



How to put your laundry business in the sales spotlight

WHEN YOU ADVERTISE in the 'yellow pages' of the telephone directory, you're turning the sales spotlight on your business.

Survey after survey throughout the entire nation has proved that 9 out of 10 shoppers use the 'yellow pages' for buying information. That's why it's smart business to advertise in the 'yellow pages' under the headings that cover all products and services you offer.

The Classified helps you reach out for new prospects . . . to remind old ones. It's the ideal way to put your business in the sales spotlight.



For further information call the directory representative at your telephone business office.



of caustic soda. Water of 300 ppm. bicarbonate alkalinity would require 24 pounds of caustic soda to 100 pounds of soap with no soda ash (see Chart C). If you use sodium metasilicate as a builder, consult Chart D.

CHART C

With Carbonate alkalies

Bicarbonate alkalinity expressed as ppm.	Alkali mixture per 100 lb. soap	
	lbs. soda ash	lbs. caustic soda
0	60	—
50	50	4
100	40	8
150	30	12
200	20	16
250	10	20
300	—	24
350	—	28
400	—	32

CHART D

With metasilicate

Bicarbonate alkalinity	metasilicate	Caustic soda
0	50	—
50	44	4
100	38	8
150	32	12
200	26	16
250	20	20
300	14	24
350	10	28
400	6	32

Soil requires additional alkali

Thus far we have built our soap solution with enough alkali to compensate for the bicarbonate alkalinity of the water, with enough additional to do a good job of washing. **There's one more big factor to be considered—the degree of soil on the clothes. To neutralize this soil will require additional alkali.** How much additional alkali depends on the amount and nature of the soil. We do not have to remove the soil, then have it analyzed to determine this amount. As a working rule, use a pH of from 10.5 to 11 through the suds. This means testing the suds water for pH and adjusting your mixture accordingly.

How to test for pH

It is a simple matter to test for pH. Purchase a pH test kit—your laundry supply house will get it for you. A pH test kit operates on the principle that certain chemicals, known as indicators, change color at various

(Continued on page 56)



There is some controversy on the results of pH titration



For Special Coatings, Industry has Depended on TROPICAL for 68 Years

Where service is severe, maintenance men have a habit of turning to Tropical heavy-duty paints. In almost any industry you can think of, from steel to textiles, and in commercial buildings and hotels, in schools, colleges, hospitals and institutions, Tropical paints have set records of endurance where the going is tough. Whether the application must resist acid fumes, alkalis, rust or heat . . . on metal, masonry, wood or concrete . . . on floors, walls, ceilings, roofs, machines or equipment . . . there is a Tropical paint *that has proved it can do the job better!* Take advantage of the experience, advice and personal service offered by your local Tropical maintenance paint specialist. Write us today.

Since 1883

HEAVY-DUTY MAINTENANCE PAINTS

TROPICAL®

SUBSIDIARY OF PARKER RUST PROOF COMPANY



**Why do 756
LAUNDRIES
use Tropical?**

... because moisture, paint's greatest enemy, meets its match in Tropical heavy-duty paints. On wood, metal and masonry, on water softeners, machinery floors, walls—where ordinary maintenance paints are defeated by rust, rot and acids, Tropical paints give outstanding service!

FREE! Send for your free copy of the "Industrial Paint Index"—a quick, convenient reference chart for a multitude of maintenance paint applications.

THE TROPICAL PAINT & OIL COMPANY • 1110-1298 West 70th St., Cleveland 2, Ohio

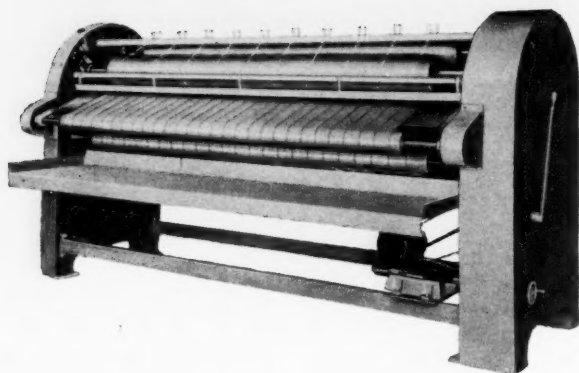
When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

PRESENTING THE NEWEST FOR '52

THE REVOLUTIONARY **NEW**

MODEL G16 CHICAGO GAS HEATED IRONER

FOR DRIVE-IN AND AUTOMATIC LAUNDRIES



We are proud to present the NEW Model G16 Chicago Gas Heated Ironer which has been designed for Drive-In and Automatic Laundries. We questioned hundreds of operators to determine what they wanted and needed in flatwork ironer features for their stores and then put our engineers to work. Our experience in building gas ironers for over 35 years and manufacturing facilities have enabled us to produce what we believe is the finest, safest and most economical gas ironer in the world for an Automatic or Drive-In laundry.

The Model G16 is built in four sizes with rolls 60", 85", 100", and 110" long. It is of modern, streamlined ap-

pearance so the operator can show it to his customers with pride. It is designed for same side feed and delivery so it can be placed against a wall and will occupy minimum floor space but can be used with rear return also. It has a 16" diameter heated roll so all ordinary single thickness linens can be finished in one pass direct from the extractor without any pretumbling. Stores in which these ironers are now installed are enthusiastic about the beautiful finish and high quality of finished work. It is easy to install, simple to maintain and has all the latest safety features. Important exclusive features include:

- **Thermostatic Heat Control**
- **Variable Speed Drive**
- **Ball Bearing Throughout**
- **60", 85", 100", 110" lengths**
- **Three Large Padded Rolls**
- **Atmospheric Gas Burner**
- **Quiet V Belt Drive**
- **Burns Any Type of Gas**
- **Basoid Safety Valve**
- **Ribbon Feed Conveyor**
- **Return Ribbon Conveyor**
- **Same Side Feed and Delivery**
- **Snap Switch Gas Control**
- **Indicating Red Signal Light**

Write or wire today for full information. Steam heated models and smaller and larger sized gas or electric heated machines also available. Also manufacturers and distributors of open end and cylinder type washers 25 lb. to 350 lb. capacity, 17" to 30" extractors, gas, steam or electric heated tumbler dryers.

CHICAGO DRYER CO.

2212 N. Pulaski Road
Chicago 39, Illinois

IT'S NEW • IT'S NEW • IT'S NEW

DRISUDZ

**JOINS THE FAMOUS
COWLES LINE**

A NEW, COMPLETE

ALL-THE-WAY-THRU LAUNDRY PRODUCT

DRISUDZ is entirely new—not just another built soap—not a mechanical mixture.

DRISUDZ is a completely reacted homogeneous laundry detergent. A brand new product made by a brand new process, developed by Cowles Research.

POWERFUL BREAK—DEPENDABLE SUDS

DRISUDZ on the break gives you immediate, powerful, colloidal dirt-loosening alkali pressure.

DRISUDZ in the suds operation gives you quick penetration of imbedded stains and emulsifying action to prevent soil redeposition.

SIMPLE—EASY TO USE

No need for extra alkali or soap on most of your work. Just add DRISUDZ and watch the rich, creamy, go-to-work suds remove soil and stain as never before.

DRISUDZ is dust free, quickly and completely soluble, easy to apply—without waste—dry or in solution.

Your Cowles Technical Man will show you how easy it is to turn out snappy work, consistently, with DRISUDZ. Call him today through your Cowles Dealer or write us.



COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

Cowles

LAUNDRY PRODUCTS

ESCOLITE

ESCOLLOID

DRISUDZ

ESCOL 77

DESOIL

ESCOMO BLUE

SOILSORB

CHLORESCO

OLIVESCO

ESCOPOS

ESCO-SAVON*

*East of Rockies Only

*"Good Washing
Wins
Good Will"*

Made to make deliveries easy!

Take a look inside an International with Metro® body. See how it helps make deliveries easy.

Metros offer up to 375 cubic feet of package capacity. Easy to load and unload, and so economical they've been first in multi-stop truck sales for 14 straight years.

See all the outstanding features these smart-looking Internationals offer before you buy any truck. How about today?

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Check these outstanding Metro advantages:

- Silver Diamond valve-in-head engine built in the world's largest truck engine plant.
- Maximum maneuverability — 37° turning angle, more positive control, safer, easier handling.
- Leader in the multi-stop delivery field for 14 straight years.
- Six models — with GVW ratings from 5,400 to 11,000 pounds. Cubic foot capacities — 235, 292 and 375.
- Matched body and chassis built to your specifications under one roof to save you money.
- America's largest exclusive truck service organization.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

INTERNATIONAL TRUCKS

"Standard of the Highway"

Model LM-122 with 9 1/2-foot Metro body,
115-inch wheelbase, 6,600 lbs. GVW

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Multiple Plant Management Control

By ROBERT SPRINGER

Glendale Laundry Company
Glendale, California

Bob Springer has found these production controls invaluable for multiple plant management:

1. Daily work sheets.
2. Lot Scheduling.
3. Standardized production, packaging, parts and supplies.
4. Weekly control report.
5. Quality and maintenance checks.

CONTROLS ARE WONDERFUL THINGS if proper management is available. Today in the laundry business the supply of competent supervisory personnel is fast diminishing. It seems that we are no longer able to attract young men. In the Glendale plants we have been most successful in bringing our managers up from the ranks of our own organization. Eight of our 11 executives started from the bottom.

This method of training our own supervisors has several advantages. For one thing, it tends to separate the men from the boys. A man has to be willing to stick through the monotonous and tedious jobs of bundle tying, sorting, the washroom and, if possible, a hitch in the engine room. In two or three years you will have molded a man who has the necessary background and who is versed in your method of operation. If you hire a person from the outside and he doesn't like your methods, a conflict develops in the handling of your control system.

Another advantage is that in promoting men up through the ranks you build morale. If you continue to hire from the outside your younger help soon become discouraged because of the lack of advancement opportunity and leave to seek greener fields.

Duties of all supervisory and executive personnel must be clearly defined so that no conflicts of responsibility arise. But these responsibilities should not be made too rigid. There must be mutual understanding

[illegible]

Daily work sheets reveal average pieces per operator hour, based on a towel count for each department. Reproduced here is finishing department output record

between all parties. Be tolerant, be firm, and above all be ready to stand by your men when they make a decision, even though the decision may be wrong. Always be ready to listen to an idea. If it's good, say so. A few compliments help a great deal. Be willing to delegate responsibility and then rely on your executive to follow through. Do not follow the man around to see if he is doing the job right.

Controls Used

We use five types of controls.

1 The first, our daily work sheets, gives us the average piece per operator hour based on a towel count basis for each department (shirts, press operators, flatwork ironers, distributors, and markers). These are figured at the close of each day by the office or superintendent, and are posted on the plant blackboard the next morning for all employees to see. Beside each average is a set of figures we call "expectancies." These are computed by management to be the rated average we expect

Editor's Note:

This article is taken from an address delivered by Mr. Springer at the recent AIL Young Men's Conference in St. Louis. For the past seven years he has been president and general manager of the Glendale operation, which consists of five laundries and five drycleaning plants serving an area of 200 square miles in Southern California. Glendale's annual gross volume is about \$1,500,000.

Mr. Springer is also president of the California Laundry-owners Association.

WEEKLY CONTROL REPORT for LAUNDRY EXECUTIVES							
Week Ended January 19, 1952							
Week No. 5							
COMPARATIVE ANALYSIS		THIS WEEK		LAST WEEK		SAME WEEK LAST YEAR	
BUSINESS CONDITIONS		%	# OF NUMBER	%	# OF NUMBER	%	# OF NUMBER
Finish Work			5174.04				
Family Wash			375.39				
Handwork			69.83				
Rough Dry			1772.12				
Dry Wash Pluff Dry			59.83				
Damp Wash			1772.12				
Flat Work			404.33				
Linen Supply			1132.40				
Dry Cleaning			6032.51				
TOTAL WORK							
BUNDLES							
Finish Work			5347.80				
Family Wash			398.25				
D. C. Net			6246.05				
Rough Dry							
Dry Wash							
Damp Wash							
Dry Cleaning							
TOTAL BUNDLES							
PAY ROLL ANALYSIS							
Working		5.2	126.17				
Marking and Distribution		2.5	140.73				
Washing and Extracting		5.4	129.65				
Flat Work		7.2	147.50				
Shirt Dept.		5.4	203.40				
Hand Ironing		2.3	131.88				
Body Press		2.9	170.30				
Other Production		4.8	271.60				
		29.7	1722.83				
Dry Cleaning		33.9	396.26				
TOTAL PRODUCTIVE			2118.08				
Power Plant Wages			85.40				
Repairs and Maintenance			30.00				
Indirect Labor		Chairs	20.00				
Superintendence			156.00				
Route Wages and Commissions		(14.5)	11.77				
Route Supervision		2 & 10	174.77				
Sales Promotion Salaries		Call	154.59				
Office Salaries			247.25				
Executive Salaries			25.00				
TOTAL PAY ROLL		554	3637.53				
Vacation			56.00				
REMARKS			3693.53				
S. S. Tax			145.05				
Bond Acct.			310.00				
			4447.58				
Net			1698.47				

Weekly control report is used both as an executive control and as a basis for computing superintendents' and sales managers' bonuses

each operator or machine to produce. For example: P.O. starch, no touchup, 120 pieces per hour; P.O. soft, 100 pieces per hour; shirts, 3-girl unit, 40 per operator hour; shirts, 2-girl standard, 23 per operator hour.

Daily average posting does two things. It keeps the superintendent on his toes because he sees daily what each department is doing, and can detect weak spots promptly. Also, it fosters a competitive spirit among employees.

We have a bonus system, but we apply it only to the marking, distribution, shirt, and press departments. The bonus system works best, we believe, when it is shared by as few departments as possible. Our flatwork department was not included because we found that just a few operators were carrying the load while the rest coasted.

2. The second control, lot scheduling, is a vitally important function. In checking a plant with a lot schedule, you have only to look at the lot being marked in and the lot being checked out and you can immediately tell the condition of that plant.

Nothing is more time and labor wasting than to have your finish department a half-dozen lots ahead of your flat department, or to find all of the lot up except socks and hanks because that department is behind or the work has been forgotten somewhere in the washroom. Try to bring your lots up complete.

We fix the size of the lots at 60 bundles per lot, and always keep the same number of lots if possible. If we find at the end of the week that we are going to be short,



Bob Springer points out features of his weekly control report

we reduce the lot size in order to keep the same number. The reverse applies in a bulge week. Lot schedules cannot be changed without approval of the home office.

3. We endeavor to standardize methods of production, packaging, parts, and supplies. This has several advantages. If, for instance, we find it necessary to transfer help or supervisors from one plant to another, the similarity of operation saves countless hours of break-in time. Also, by using the same type of equipment as much as possible we can warehouse fewer parts and make repairs quicker in case of emergency breakdowns. When men from other plants are sent in to help they are always familiar with the equipment.

Because our supplies are standardized we have a central warehouse where large quantities are stored. Thus we get the lower prices that go along with quantity purchases.

Each plant requisitions supplies on the last week of the current month for the next month's supplies. When the requisitions reach the home office they are examined and priced, then figured percentage-wise against the previous month's gross volume. If they are too high, in excess of six percent, we make a complete survey to find out why.

4. The next control we use, which we call our bible, is the weekly control report. Primarily this report is used as an executive control, as well as a bonus plan devised to increase the salaries and incentives of our supervisory personnel.

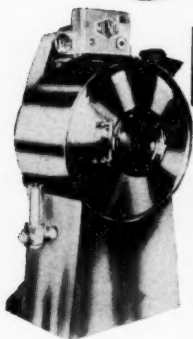
The first breakdown in the report we call "Business Conditions." It summarizes sales totals for the various services processed during the week. Note that the family bundle comprises better than 50 percent of the total volume.

The next breakdown totals laundry and drycleaning sales with all discounts (agency, commercial, call office, and stores) deducted. About once a month we include in this breakdown the total number of bundles processed through the plant each week from each department. From these figures we figure the bundle average

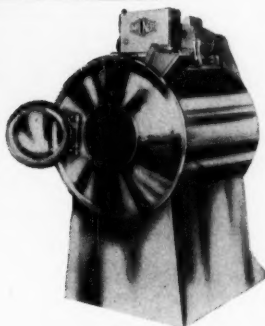


MILNOR

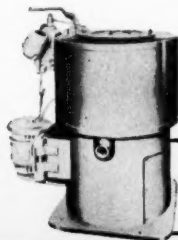
QUALITY . . . TO MEET EVERY DEMAND



MODEL 1W-25
25-lb. Dry Weight
Capacity



MODEL 1W-50
50-lb. Dry Weight
Capacity



20" EXTRACTOR
Laundry model, fully
automatic, ball bearing
drive, interlocked cover.

MILNOR washers . . . sturdily built of stainless-steel, are the last word in high efficiency operation and incorporate all of the newest features of commercial washer design. Full 30" diameter cylinder, 4½" ribs, three stage V-belt drive, motor overload protection are just a few that make MILNOR washers the finest available on the market today. Milnor washers are manufactured in 25 and 50 pound dry weight capacity, manual, semi or fully automatic models.

MILNOR equipment is tops in the field! Your plant is way ahead in service and quality (and economy too) when you install Milnor washers and extractors.

WRITE FOR DETAILED CATALOG

Pellerin

MILNOR

CORPORATION • NEW ORLEANS 18, LA.

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

QUALITY CHECK CHART		PLANT	Number	DATE
1. Poor 2. Fair 3. O.K. 4. Good		Very nice.		
Shirts	3	3	3	3
88%				
Shirts	3	3	3	3
88%				
Shirts	3	3	3	3
75%				
Table Cloths	3	3	3	3
88%				
Handkerchiefs	3	3	3	3
59%				
Tumble Work	3	3	3	3
86%				
Press Work	3	3	3	3
75%				
Total Quality	3	3	3	3
81%				
Dry Clean	3	3	3	3
81%				

Quality check chart provides impartial report by outside investigators on various operations in all plants

on a weekly basis by dividing total bundles into gross volume.

The third breakdown, "Payroll Analysis," shows both percentages and dollars spent in each department, which gives us a working knowledge of exactly what each productive function is costing us. If you wish to compare these figures with your own, our average hourly rate of production pay is \$1.04. Our selling price for shirts is 25 cents, plus three percent service charge. Our sheets are 13 cents and slips are seven cents.

The next figures are miscellaneous costs, broken down into dollars and cents. These may be carried out percentagewise, but we carry out only route wages and commissions and total sales promotion salaries.

Below the miscellaneous costs are vacations, Social Security taxes, and an item we call the bond account, which is used to accumulate reserves for purchase of new equipment, buildings, etc.

The last figure, "Net," is the most vital one of all. In this plant the superintendent's bonus is set upon reaching and exceeding a net of \$1,500. He receives \$3.50 for every \$50 over the \$1,500 base figure. The sales supervisor receives \$1.50 for every \$50 over \$1,500.

The operating net or break-even point of this particular plant on a five-week accounting chart is \$1,250, leaving us \$638 profit or about 9.2 percent for that week.

5. The last control we use is one recently put into use, a quality and maintenance check. We had always wanted a standard measuring stick for quality and maintenance among our plants, but it was very difficult to

find impartial judges from within the organization. So we employed a man-and-wife team, completely divorced from our company, to come into the plants once a month to make the survey. No time for the visits is set—even I do not know when they will be around. They look into every nook and corner, and they ask the employees questions which have been prepared by the management.

With the knowledge we have gained from these reports we are striving to make our plants places where people will want to stay and which they will recommend to their friends.

The grading system used in these reports is as follows: 1—poor; 2—fair; 3—standard; 4—good.

The first breakdown on the quality check is "Packaging." All of our plants have standardized on a packaging system called the "linen closet" grouping. As the bundle is broken down into kitchen, bedroom, and linen groupings, the housewife does not need to separate the bundle when she receives it. In this case the plant's packaging was rated "Very Nice," or "4."

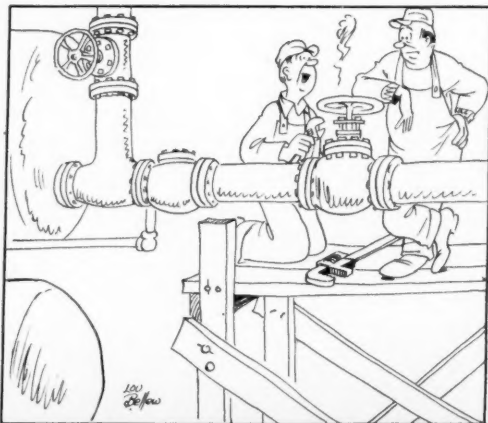
Shirts are judged on the basis of marks, color, finish, fold, body, buttons, collar, cuffs, pockets, and starch. The inspection is not always made at the point of finish. The inspector has even gone so far as to stop trucks on the street and ask to see a package of shirts that had been jostled about in the truck for some time.

Sheets, slips, tablecloths, napkins, handkerchiefs, tumble work and presswork are given a thorough and impartial examination on the basis of marks, color, finish, and fold.

When all the totals are computed and averaged, a total quality percentage rating is given for that plant.

In the maintenance report, maintenance, upkeep, and general cleanliness of each plant's departments are graded and summarized.

In conclusion, we must remember that we are a great industry and our future is unlimited. Too many people are thinking in the negative—saying that the industry is through, is outdated, is "horse and buggy." But don't be fooled! This industry has been good and will continue to be good to all those who are willing to work. So when you speak of our business, speak up, not down. Let people know that you are proud to be a part of the laundry industry. ●



"I've worked here almost three days. Who do I ask for a raise?"



If "Soap-Starved" Washing Formulas are robbing you of customers,

HERE'S SOMETHING YOU SHOULD KNOW:

C. P. P. SOAPS AND DETERGENTS PROVIDE MAXIMUM DETERGENCY FOR EVERY LAUNDERING NEED!

FOR BRIGHTER WHITES

Arctic Crystal Soap Flakes—made from pure, prime tallow, guaranteed to contain not less than 88% soap. Titer approximately 42°C. Also available in granulated form containing 92% soap.

Colgate Formula 40—ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsibility," quicker rinsing, cleaner finished work and lower soap consumption.

FOR SHARPER COLORS

Colgate Formula 20—for cold-water washing of colored fabrics and materials not affected by added alkali at low temperatures. Assures better "sudsibility," quicker rinsing, cleaner finished work, lower soap consumption.

C.P.P. Advisory Service Is FREE! Contact Our Salesman Today Or Write To Us Direct.

FREE! New 1952 Handy Soap Buying Guide. Tells you the right soap for every purpose. Get a copy from your C.P.P. representative, or write to our Industrial Dept.



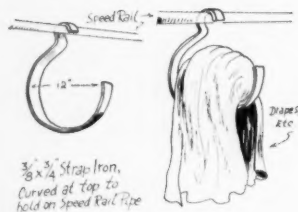
COLGATE-PALMOLIVE-PEET COMPANY

JERSEY CITY 2, N. J. • ATLANTA 3, GA. • CHICAGO 11, ILL. • KANSAS CITY 5, KANS. • BERKELEY 10, CALIF.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Rhapsody in Bellevue

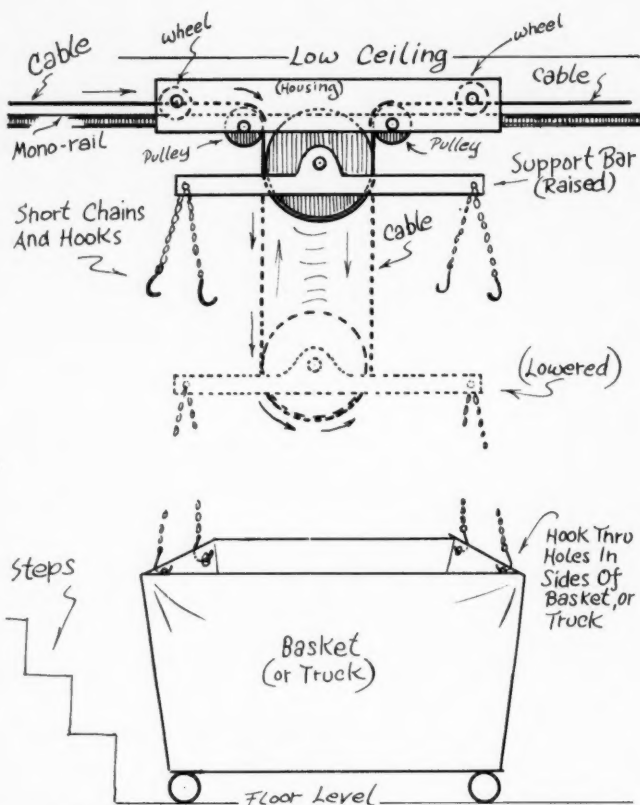
TRAVEL IS CERTAINLY BROADENING . . . just got back from Canada and find I've gained another two pounds. At least I did learn not to squawk about the price of cigarettes here in the States—in Canada our kind cost 47 cents a deck. Canadian cigarettes are cheaper than that, they only cost 42 cents. (Never saw so many people rolling their own.) To continue the lecture, gasoline costs 40 to 42 cents a gallon. Even though their gallon is a fifth larger, it's costly by our standards.



Speedrail Hooks

Most of the gadgets I saw on this trip had to do with cleaning. For instance, one plant with speed-rails all over the place uses a curved piece of $\frac{3}{8} \times \frac{3}{4}$ -inch iron strap to move heavy orders of drapes, slip covers, and such to the markers. They keep about a dozen of these hook-like affairs at the door where the drivers bring the work in from the trucks. (Incidentally, this operator hires only women drivers.)

These hooks are bent into about three-fourths of a circle, with about a 12-inch diameter. The top end is bent in a small half circle so that it will hang on the speedrail. Heavy, unwieldy drapes or slip covers are hung over these hooks and pushed along to the markers. It is claimed the edges of these heavy strap hooks serve to keep the load from slipping off onto the floor. (This angle probably throws out my thought of using the more easily bent $\frac{1}{4}$ -inch rod for the same purpose.)



Basket Hoist

A St. Louis plant had the problem of getting trucks full of garments, as well as racks full of finished drycleaning, down a flight of six or eight steps to a lower level. Ordinarily almost any sort of a hoist would have sufficed, but here the ceiling was too low. A sloping ramp wouldn't work because the distance to the outer door was too short and couldn't be left open all the time.

The engineer came to the rescue, with what he claims is a very simply made hoist. To me it's a complicated thing that looks like the traveling cranes they use in a

big mill. A monorail runs along unbelievably close to the low ceiling. Little flanged wheels on the inside of a metal housing allow this affair to be pulled back and forth by ropes along the length of the monorail. (Simple so far. That takes care of getting the contrivance along the monorail.)

A motor with cable spool at the far side of the monorail supplies the power. Then there are two pulleys fastened to the underside of this metal housing, about a third of the distance in from each end, and a larger pulley in between that isn't fastened to anything, but is supported by the cable.

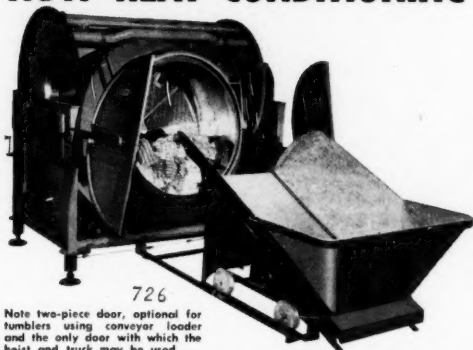
(Continued on page 42)

PROOF OF "Bigmouth" PERFORMANCE AND POPULARITY



Note fitted heating coils. Note also counterbalanced door usable with conveyor loader.

NOW HEAT CONDITIONING



Note two-piece door, optional for tumblers using conveyor loader and the only door with which the hoist and truck may be used.

Heat conditioning of 72" Purkett "Bigmouth" Tumblers has increased their popularity and has brought labor savings to users. Heat conditioning Purkett Tumblers warm and mellow the goods, yet do not dry them. Many users are requesting quotations on converting their cold tumblers. Heat conditioning costs about \$450 when added at time of assembly. It cannot be added in the field, therefore used tumblers must be returned to our factory and the cost of adding heat is increased to over \$1000. Conveyor loaders, however, are available and may be used with any 72" tumbler regardless of model.

- | | |
|---------------------------|---------------------------|
| ● Enormous Capacity | ● Unloads Without Choking |
| ● Automatic Reversing | ● Warm Tumbling Goods |
| ● Eliminates Hand Shaking | ● Loads, Unloads Non-stop |

For complete details and specifications of both models No. 48 and No. 72, write to any major laundry machinery manufacturer, or . . .

72" TUMBLERS PURCHASED FOR HOSPITAL INSTALLATION SINCE MARCH, 1949

Soldiers Home	Los Angeles, Cal.
Sonoma County Hospital	Santa Rosa, Cal.
Veterans Hospital	Dearborn, Mich.
Kern General Hospital	Bakersfield, Cal.
Camarillo State Hospital	Camarillo, Cal.
Good Samaritan Hospital	Los Angeles, Cal.
Veterans Hospital	Little Rock, Ark.
County Hospital	San Diego, Cal.
Veterans Hospital	Wilkes-Barre, Pa.
Veterans Hospital	Washington, D. C.
Veterans Hospital	Seattle, Wash.
Veterans Hospital	Pineville, La.
Mt. Sinai Hospital	Cleveland, Ohio
Veterans Hospital	Albany, N. Y.
Naval Hospital	Long Beach, Cal.
Meadowbrook Hospital	Hempstead, N. Y.
Hamilton General Hospital	Hamilton, Ont.
St. Luke's Hospital	Duluth, Minn.
U. S. Soldiers Home	Washington, D. C.
San Bernardino County Hosp.	San Bernardino, Cal.
Veterans Hospital	Wilmington, Del.
Veterans Hospital	Madison, Wisc.
Pennsylvania Hospital	Philadelphia, Pa.
L. A. County Hospital	Los Angeles, Cal.
Naval Hospital	Bremerton, Wash.
Sacred Heart Hospital	Eugene, Oregon
Latter Day Saints Hospital	Salt Lake City, Utah
Cuyahoga County Hospital	Cleveland, Ohio
Veterans Hospital	Newark, N. J.
St. Vincent's Hospital	Los Angeles, Cal.
Veterans Hospital	Denver, Colo.
Veterans Hospital	Kansas City, Mo.
Veterans Hospital	Baltimore, Md.
Veterans Hospital	Pittsburgh, Pa.
Buffalo General Hospital	Buffalo, N. Y.
Massachusetts Gen. Hospital	Boston, Mass.
Mercy Hospital	Canton, Ohio
Greater Hamot Hospital	Erie, Pa.
*Methodist Hospital	Indianapolis, Ind.
*Methodist Hospital	Houston, Texas
*St. Francis Hospital	Lynwood, Cal.
Mt. Sinai Hospital	Chicago, Ill.
Veterans Hospital	Durham, N. C.
Veterans Hospital	Palo Alto, Cal.
Veterans Hospital	Louisville, Ky.
Veterans Hospital	Ft. Snelling, Minn.
Easton Hospital	Easton, Pa.
St. John's Hospital	Springfield, Ill.
Modesto State Hospital	Modesto, Cal.
Veterans Hospital	New Orleans, La.
Presbyterian Hospital	Chicago, Ill.
Veterans Hospital	Syracuse, N. Y.
Veterans Hospital	St. Louis, Mo.
Veterans Hospital	Birmingham, Ala.
Cleveland Clinic	Cleveland, Ohio
Veterans Hospital	Boston, Mass.
U. C. Medical Center	San Francisco, Cal.
St. Joseph's Hospital	Phoenix, Ariz.
Veterans Home	Yountville, Cal.
Veterans Hospital	Ann Arbor, Mich.
Miami Valley Hospital	Dayton, Ohio
Veterans Hospital	Los Angeles, Cal.
Rochester State Hospital	Rochester, Minn.
Veterans Hospital (2)	Pittsburgh, Pa.
Veterans Hospital	W. Haven, Conn.
Tuberculosis Hospital	Bronx, N. Y.
Veterans Hospital	Salisbury, N. C.
Veterans Hospital (2)	Chicago, Ill.
Oregon State Hospital	Salem, Oregon
Syracuse Mem. Hospital	Syracuse, N. Y.
Veterans Hospital	Albuquerque, N. M.
Essondale Mental Hosp.	Essondale, B. C.
*Iowa Methodist Hosp.	Des Moines, Iowa
Veterans Hospital	San Fernando, Cal.
Veterans Hospital	Livermore, Cal.
*Georgia Baptist Hosp.	Atlanta, Ga.
Strong Memorial Hosp.	Cincinnati, Ohio
Veterans Hospital	Cleveland, Ohio
St. John's Hospital	Euclid, Ohio
Euclid-Glenville Hosp.	Euclid, Ohio
*Chas. T. Miller Hosp.	St. Paul, Minn.
Veterans Hospital	Okla. City, Okla.
Veterans Hospital	New York, N. Y.
Veterans Hospital	San Francisco, Cal.
Veterans Hospital	Cleveland, Ohio
Veterans Hospital	Brockton, Mass.

* INDICATES HEAT CONDITIONER

PURKETT MANUFACTURING CO.

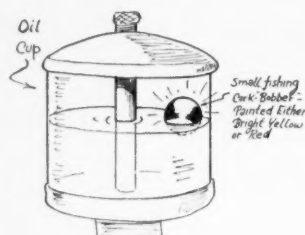
JOPLIN, MO.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 40)

It's simple, Pal. The cable runs down over the nearest pulley, goes under the large "free" pulley, passes up over the farthestmost pulley, and over to the opposite end of the monorail where it is tied. So, when the electric motor unreels some slack from the cable spool, the big pulley lowers itself towards the floor. When the cable is tightened the big pulley goes back up to the ceiling.

With a support bar rigged to the hub of the large pulley, and with short chains at the ends of this support bar, weight can be lifted. In this case these short chains are hooked through holes in the truck or hamper corners for quick raising or lowering to the necessary level. Whole racks of finished garments can be moved from the inside room, via this extended monorail, and lowered to the bottom of the steps without fuss. When not in use the whole contrivance is kept nearly at ceiling level where it isn't in the way.

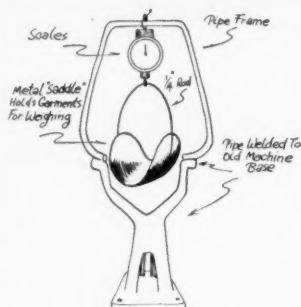


Oil Level Indicator

This may come in handy out in the boiler room, or wherever you may be using lubricating-oil cups. Get hold of some of those tiny cork fishing bobbies. Anyone who's ever taken the kids fishing for sunfish will know what I mean. Paint one of these little corks a bright red or yellow and put it in that lubricating oil reservoir. You can tell the oil level without walking clear across the room.

Scale Support

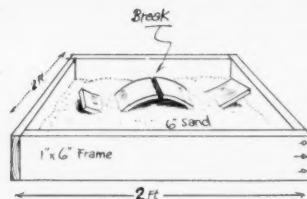
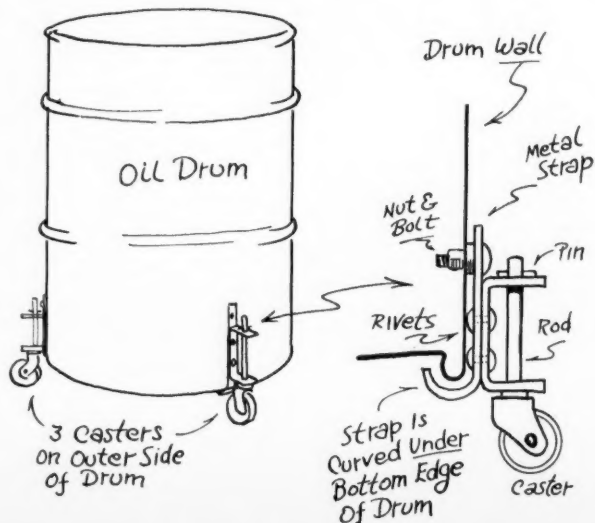
One plant up North with a high ceiling and no way of providing a movable scale for weighing in drycleaning loads, made use of an old machinery base. The old base had a sort of V-shaped top, so he welded a curved length of pipe to hold the scales overhead. A 1/4-inch length of rod fastened to the hook of the scale supports a "saddle" made of metal. Looks like one of



those trays your hardware man uses to measure out nails, but it works fine. The garments hang over the sides without touching the supporting base during the weighing operation.

Caster Mounting Method

Saw another way to put casters on a trash-drum, if you'd care to know. One man mounts the swivel caster supports on the sides of the drum. He rivets a J-shaped piece of 1/2-inch iron strap to the U-shaped bracket holding the caster. The J-shaped strap is placed at the lower edge of the drum so the hooked-end fits under the crimped edge, and the top edge of the strap is bolted to the drum. He claims this beats the method where the casters are fastened to the bottom of the drum, since liquid from drinking cups, etc., doesn't leak out on the floor.



For Welding Curved Pieces

Don't know if you've ever tried to weld a couple pieces of metal that are shaped so they just won't lie flat on a work bench. A small box with about six inches of sand in it is the best answer. No matter what their shape, the pieces can be held in position by covering them partially with the sand at whatever is the best working angle for the torch. (I've found it works fine for solder jobs, too.)

Steam for Soap Line

The last time I was south Jim Murray, assistant manager, at C. & S. Laundry in Burlington, N. C., showed me how they keep the soap line open from their new soap tank to the washers. They've a neat arrangement whereby a steam line sets inside the pipe at a point near the draw-off end, and runs back a little way in the pipe. Cracking a valve in the morning insures a quick flow of soap. Another valve, set into the elbow leading to the tank itself, permits the use of live steam at this point too, so the entire line can be cleared with ease. ●



The ideal Metal for Laundry Equipment is STAINLESS STEEL

WRITE FOR YOUR COPY
OF THIS NEW BOOKLET

"ALLEGHENY METAL in the LAUNDRY INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

SEND FOR IT TODAY
ADDRESS DEPT. L-28

Stainless steel, in modern laundry equipment like the washers and extractor basket illustrated above, not only does everything you're looking for, but does it *best!* No other metal gives you as much of the qualities that matter: hard-surfaced ruggedness that can take a daily beating and still retain lifetime beauty of appearance . . . resistance to corrosion by any solutions or cleaners you use . . . ability to retain heat and maintain washing temperatures . . . great strength, long life and constant ease of cleaning.

Yes, by any yardstick you care to use, stainless steel is far and away the ideal metal for laundry equipment—and it has 20 years of superior performance in washrooms coast-to-coast to prove it. • The next equipment purchase you make, look for and insist on Allegheny Metal, the time-tested stainless steel.

**ALLEGHENY
METAL**
STEEL CORPORATION
Pittsburgh, Pa.

*Nation's Leading Producer
of Stainless Steels
in All Forms*



ALLEGHENY METAL is stocked by all
Joseph T. Ryerson & Son, Inc. warehouses

Laundry News Notes



ABERDEEN, MD.—A new plant, the New System Laundry, Inc., is open for business. Two pick-up stations have been established in town, and parking space is available at the plant.

Its officers are: president, Isidore Goldstrom; vice-president, N. Paul Cronin; secretary-treasurer, Nathan T. Thaman.

GETTYSBURG, PA.—Edward A. Sheets, owner of Eddie's Cleaners, Littlestown, announces that he has purchased the Gettysburg Steam Laundry from C. L. Speicher. The plant will now be known as Eddie's Cleaners, Laundry, Tailors and Dyers. Carl L. Hanson will be plant manager. The building is to be renovated and modernized.

BRIDGEVILLE, PA.—Economy Dry Cleaners & Laundry, 503 Washington Ave., have been certificated as a business establishment by the State of Pennsylvania. Owners are James A. Miller and Steve Cherpack.

PITTSBURGH, PA.—Drycleaning service has been added by the Highland Laundry, 5708 Walnut St. The plant is now under the ownership and management of William R. Stepp.

MERIDEN, CONN.—George Grasser, Jr., who operates the White Way Laundry, recently described the laundry industry at a meeting of the local Rotary Club.

NEWARK, N. J.—At the March meeting of the North Jersey Institutional Laundry Managers' Association, Paul Abrams of the American Laundry Machinery Co. spoke on the National Form Cost Finding System. He was followed by a discussion of sorting by Walter Brown of the Somerset Hospital, Somerville, N. J.

The association's annual banquet is set for April 17 at the For-Hills Restaurant, Newark, N. J.

GLOUCESTER, MASS.—Arnold's Laundry has added new open-end washing equipment.

FALL RIVER, MASS.—The Nashua Street Laundry, 235 Nashua Street, recently suffered considerable fire damage.

WAKEFIELD, MASS.—Richard G. Cronin has assumed management of the Cottage Laundromat at 106 Albion St.

GLENS FALLS, N. Y.—The Broad Street Laundromat has opened for business at 5 Broad Street.

NEW YORK, N. Y.—United Cleaners and Launderers has opened a new branch store at 2165 Starling Avenue, Bronx.

NEW YORK, N. Y.—The March meeting of the Metropolitan Institutional Laundry Managers Association was held at the Mount Sinai Hospital. Members inspected the modernized plant there.

(Continued on page 46)



"BOOSTED MY PRODUCTION OVER 200%!"

Leef OVERALL SLEEVE

Overall and coverall work can be profitable with a Leef Sleeve. This expanding, steam heated ironing form dries and conditions sleeves ready for the press. It also cuts down the time involved in lays—sleeves are always open at the completion of the lay. Finished with gray iron table and chrome plated arms, the Leef Sleeve occupies only 23x23x58 inches of space. *Average Delivery 90 Days—Ask Your Jobber or Write Us.*



Also makers of
Leef Cylinder Bearings

Leef

BROTHERS INC.

205 IRVING AVENUE NORTH

Minneapolis 5, Minnesota



TROUSIER FORM



OVERALL SLEEVE



POCKETEER



COAT SLEEVE



NURSES' UNIFORM SLEEVE

Save with these two popular
WERK soaps
for fast doubly-thorough
washing action...

LT-60

For Heavy Soil

Triple-built first suds soap gives faster—longer lasting suds. Economical to use.

Goes Farther, Economical

Uniform throughout for highest rate of soil removal. Blended Red Oil, low temperature soap.

HYTEXAL

For Suds Following LT-60

A complete soap product ready to use. Balanced WERKRITE base with complex alkalies. Greater rinsibility, granular form.

DISTRIBUTORS:

A few excellent territories are now available. Write for information.

ALLEN B. WRISLEY COMPANY

6801 W. 65th Street, Chicago, Illinois

WERK
INDUSTRIAL SOAPS

by

Wrisley

(Continued from page 44)



LEXINGTON, KY.—The Becker Laundry and Dry Cleaning Company has been granted building permits for an office and pickup station and a warehouse.

BIRMINGHAM, ALA.—The Ace Laundry has been destroyed by fire. Damage was estimated at \$65,000. The entire building was virtually demolished.

SHREVEPORT, LA.—The Sunlight Quik-Wash recently held its formal opening at 134 East Kings Highway. The plant offers a launderette-type service, but uses commercial open-end wheels. Joe S. Wong is president and general manager.

KINGSTON, N. C.—The new Parkview Laundromat has opened at 106 W. Highland Ave. Walter Jones, Jr., is operator.

MIAMI, FLA.—The Miami Laundry Co. has acquired the South Dade outlets of the White Swan Laundry, which recently dissolved business.

QUINCY, ILL.—The Sunshine Laundry has completed a modernization program at a cost of \$12,000.

ARCADIA, FLA.—The Arcadia Steam Laundry has been purchased by Joseph L. Thury and John Hensley. The new owners expect to modernize the plant and add new equipment.

TUPELO, MISS.—An open house has been held to celebrate the opening of Long's Laundry and Dry Cleaners' new plant. All new equipment has been installed. The plant's former building was destroyed by fire last September.

SALEM, VA.—Joseph D. Logan is now associated in the management of the Peacock-Salem Laundry.



CUERO, TEXAS—The White Carnation Laundry has been purchased by Albert Fischer from Harold and Bob Arbogust.

CUERO, TEXAS—Joe Yamin has purchased the Cuero Steam Laundry from J. B. Johnson. He had been operating it for four months prior to purchase.

WICHITA FALLS, TEXAS—The Wichita Laundry and Dry Cleaning, managed by G. W. Pond, Jr., has been awarded a plaque for safety by the Hardware Mutuals Insurance Company.

LONGVIEW, TEXAS—The Pinewood Laundromat has been opened at 2028 Ware Highway by Mrs. Dorice Benthall, manager.

DENVER, TEXAS—A new self-service laundry has been opened here, and is operating under the name of the North Side Laundry. Mrs. R. B. Carpenter is owner.

DALLAS, TEXAS—New officers of the Professional Laundry and Cleaning Association of Dallas are: president, Dave Wallace, and treasurer, Carl Mangold. Member plants include American Laundry, Blue Ribbon, Fishburn's, Oriental, Progress, and White Star.

FORT WORTH, TEXAS—An impressive new plant, the Ridgevale Laundry, 3317 Fairfield, Ridglea, has opened for business. The plant will feature attended

FROM "SKIVVIES"
TO SLACKS

... You clean them faster, more profitably with the aid of I-R equipment!

These days, when you want to turn out more work faster, investigate this complete line of pumps and compressors that offer these advantages:

I-R Motorpumps:
Exclusive, smaller-unit design enables these units to do the work of ordinary pumps of higher horsepower! Lower first cost, higher output, less maintenance.

I-R Compressors:
I-R, the world's largest builder of compressors, has designed real power savings and long service life into this famous line. Why settle for less in the compressors and pumps you use? Write for complete information.
Know your I-R Laundry Equipment Supplier—put his experience backed by I-R engineering know-how to work for you.

Ingersoll-Rand
11 Broadway, New York 4, New York

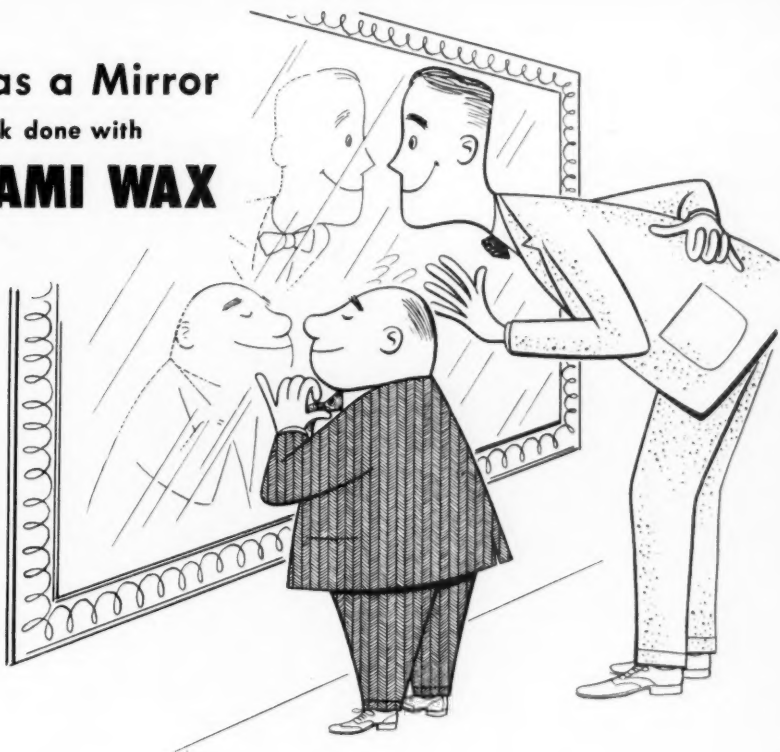
FROM PUMPS
TO COMPRESSORS...

... I-R EQUIPMENT MEANS PROFITABLE CLEANING OPERATIONS

Smooth as a Mirror

...flatwork done with

KARAGAMI WAX



Any way you look at it, you'll save money and win friends with Karagami Wax. Karagami keeps wrinkles out of your flatwork . . . keeps customers happy and satisfied.

Sheets and spreads just won't gather, wrinkle, or pick up when you use Karagami on your ironer. Flatwork slides through easily, comes out spick and span and ready for folding.

Karagami Wax helps you do more work with fewer reruns. No chance of scorching tape or cover. And Karagami is as easy to use as it is efficient. The handy sifter can eliminates the mess and spillage

usually associated with oily, more costly substitutes.

Ask your jobber for powdered Karagami Wax, in 1 lb. sifter cans or in bulk lots. Also available in cake form.

Concord Chemical Co.
Moorestown, N. J.

We want to try it. So please send us a
FREE 1 lb. sample can of Karagami Wax.

NAME _____

ADDRESS _____

CITY & STATE _____



CONCORD CHEMICAL COMPANY
MOORESTOWN, NEW JERSEY, Moorestown 9-1150

CRESYLIC ACID • JAPAN AND CARNAUBA WAX REPLACEMENTS
CANDELILLA WAX • REFINED TALL OIL

drive-in service. Count B. Capps is president, Clay A. Stivers, vice-president, and Radford R. Willis, secretary-treasurer.

LYNDON, KAN.—Jim's Help-Yourself Laundry is now operating under the management of Jim Haughton.

MEADE, KAN.—Mrs. D. J. Gillen has leased Black's laundry and is now operating it.

MULBERRY, KAN.—The Mulberry Laundry has been purchased by Mrs. John Macari and her father, A. L. Huddleston.

ST. JOHN, KAN.—Mrs. Henry Plumb and Mrs. Viola Sallee have taken over the Help Yourself Laundry.

ULYSSES, KAN.—Mr. and Mrs. Freal Smith have announced the formal opening of their Ulysses Laundry, located at 413 S. Highway-25.

ANAHEIM, CAL.—The remodeled and re-equipped French Laundry and Dry Cleaners, 605 E. Center St., recently held a formal opening and open house. The plant is owned and operated by Earl Ryan.

GLENDAL, CAL.—Oscar L. and Helen W. Eakin have purchased the Downtown Laundromat, 108 N. Central from Fred and Margaret Mac Lean.

LARKSPUR, CAL.—James and J. Walter Blair, and James Sparks, operators of the Laundromatic Company, have purchased the Larkspur Self Service Laundry. They also own three other self-service laundries in San Rafael, San Anselmo, and Fairfax.

AUBURN, CAL.—For the second time, every employee of the Placer County Steam Laundry donated blood to the Community Blood Bank.

ARCADIA, CAL.—The New Laundromat, 20 E. Duarte Road, has been purchased by Grover and Essie Moren from George and M. A. Edgecumbe.

GUNNISON, COLO.—New flatwork ironing equipment has been installed at the Ideal Laundry.

LAWTON, OKLA.—The Acme Laundry and Dry Cleaners, 631 D. Ave., has been purchased by Randy J. and Ransom J. Jackson, and David Barlow.



COLUMBIA, MO.—The Reliable Laundry has reopened after having been rebuilt and re-equipped. The plant was destroyed by fire last fall.

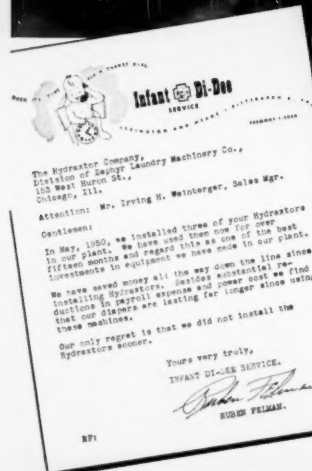
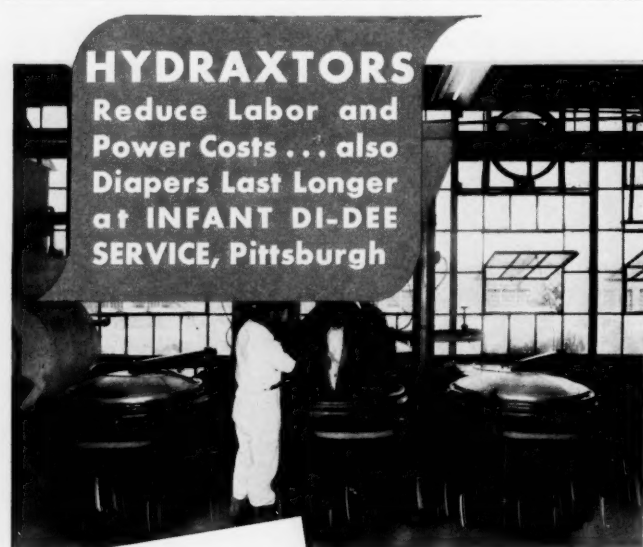
KANSAS CITY, MO.—DeLuxe Laundry and Dry Cleaning has been purchased by Samuel Paul of Jamaica Estates, N. Y.

CLEVELAND, OHIO.—D. O. Summers Co. has opened its 21st store at the Euclid-Green Shopping Center.

URBANA, OHIO.—A new laundromat has been opened by Mr. and Mrs. Edward Schemmel in the former Market Building.

SAGINAW, MICH.—Nine drivers of Robertson's Laundry have been honored by the Hartford Insurance Co. for safe driving.

GRAND RAPIDS, MICH.—Howard F. Baxter, president of Baxter Laundries



Change to HYDRAXTORS Scores Again!

Here is still another actual example of how HYDRAXTORS maintain top-level production while substantially reducing payroll and power expenses, and at the same time reducing linen replacements and costs at diaper services, linen supplies, etc. HYDRAXTOR'S gentle squeezing action just CAN'T damage fabrics. Complete information on request.

Send for the Name of the
HYDRAXTOR Distributor Nearest You

No Bolting -- No Foundations -- No Balancing

ZEPHYR LAUNDRY MACHINERY CO.
LASALLE AND HURON STREETS • CHICAGO 10, ILL.

Quality ^{more} is a way of doing business



Quality means more profits— and Armour products mean quality

For your customers, quality means color work that looks like new, or shirts fresh and white. For you it means satisfied customers who come back again.

You can assure the quality of your work by using Armour soaps and detergents. For instance, Hilo Powder, a balanced blend of carefully selected medium titer soap and builders, knocks out 90% of the dirt on the first run at safe, low temperatures.

For whitework, Flint Chips and Giant Powder are high titer (41-42°) products that stay active under high whitework temperatures. Flint is a neutral soap with a minimum of 88% anhydrous soap, and Giant is a ready-built product with high soap content.

For these and other Armour products, see your Armour salesman today. Remember, he has more different soaps and synthetics than anybody!

ARMOUR
Industrial Soap Department

Armour and Company • 1355 West 31st Street • Chicago 9, Illinois

Corp., has been elected a member of the advisory board of the Institute for Maintaining Drycleaning Standards of the United States and Canada.

GRAND RAPIDS, MICH.—The American Laundry Co. has received permission from the NPA to construct a new building.

MASON CITY, IOWA—William A. Knott has been named superintendent of Lyons Launderers and Cleaners.

SPENCER, IOWA—Mr. and Mrs. Bernard Jansen have sold the White Way Laundry to Mr. and Mrs. Ray Neumann.

TAMA, IOWA—The Twin City Laundry recently celebrated its 58th anniversary. The plant is still owned by Frank W. Mills, who has operated it since 1894.

INDIANAPOLIS, IND.—The new Lux Laundry at 5301 Winthrop is nearing completion. The plant cost \$340,000, and replaces a former building destroyed by fire last July.

TERRE HAUTE, IND.—Miss Clem Starritt is now owner and manager of the Third Avenue Washateria.

INDIANAPOLIS, IND.—The Veterans Administration is building a new \$385,663

laundry building at the Cold Springs Road Hospital.

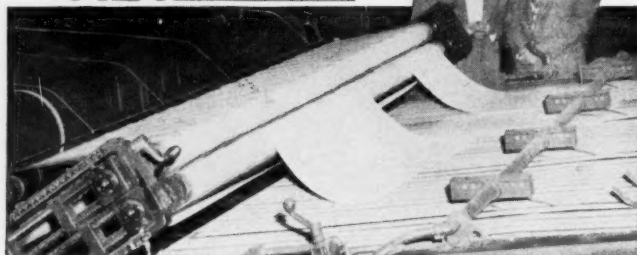
LAFAYETTE, IND.—Modern Cleaners and Launderers recently held their grand opening at their new plant at 222 Wood Street, West Lafayette. Owner is George H. Bender, president of the Indiana Laundry Owners Association.

INDIANAPOLIS, IND.—The Paul Krauss Laundry has been turned back to the ownership of the Laundry Workers International Union by Albert Pick Hotels. The hotel chain operated the plant for over a year, and has cancelled its long-time contract with the union.



"The most modern plant in America" upholds its reputation with

REVOLITE
REG. U.S. PAT. OFF.



REVOLITE covers all seven flatwork ironers in "Linens of the Week," outstanding New York laundry. Merchandising Manager Fred Schwartz (left) discusses new installation with Hugh Gallagher, REVOLITE representative.

Over fifty thousand New York home-makers agree that Fred Schwartz manages "the most modern plant in America." For "Linens of the Week" features the modern approach to household linens: home linen rental service. This unique service calls for 175 tons of flatwork a week . . . quality ironing that pleases the customer and enhances the reputation of "Linens of the Week."

Mr. Schwartz uses REVOLITE Roll Covers exclusively. He knows he can depend on REVOLITE to give the finest of ironing, to increase flatwork ironer output, to control costs.

REVOLITE's finer weave means a finer finish . . . quality ironing. REVOLITE's high heat capacity means hotter, dryer rolls that turn out this finest of ironing fast. And REVOLITE's longer life eliminates frequent shut-downs for roll changes.

REVOLITE Roll Covers are guaranteed in writing. For complete information, write or phone

ATLAS POWDER COMPANY
Stamford, Connecticut



Service from every angle
... that's **REVOLITE**



ONTARIO, ORE.—Rainwater Jones held the 20th reunion of the remaining charter members of the Idaho State Laundry Owners Association. Jones has entertained the group on their annual reunions every year since 1924.

LA GRANDE, ORE.—L. E. Chadwick is now manager of Kleagle's Self Service Laundry.

BROOKINGS, ORE.—New equipment has been added at the Brookings Laundry.

PORTLAND, ORE.—Joseph W. Smith, president of the Northwest Industrial Laundry Company, has filed for nomination for state representative from Multnomah County.

SPOKANE, WASH.—L. C. Lancaster has purchased a half interest in the Model Laundry from C. S. Neighbors.

COLVILLE, WASH.—Spray's Laundry and Dry Cleaning has moved to 187 S. Main Street. Ben Spray is owner and operator.

OAK HARBOR, WASH.—Whidbey Cleaners is building a \$23,000 laundry.

KEARNEY, NEBR.—Bill Downing has purchased the laundry department of the Kearney Laundry and Dry Cleaners.

FARGO, N. C.—Robert Coste, owner of the Service Laundry, has purchased the Moorhead Laundry, 120 Fifth St. N. The latter plant has been torn down and part of the equipment was moved to the Service Laundry.

BOISE, IDAHO—A 60,000 cubic foot addition is being planned for the laundry building at the Boise Veterans Administration Hospital.

The leader for 20 years...

and STILL

**AMERICA'S
OUTSTANDING
PERFORMER**

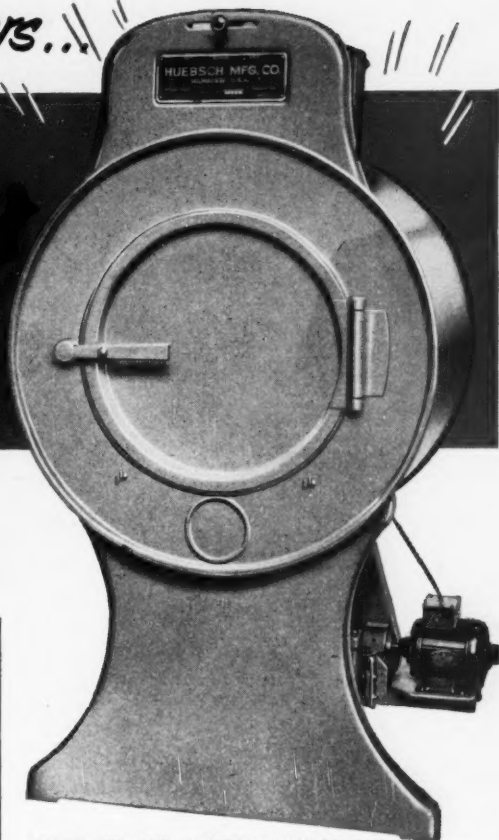
HUEBSCH

OPEN-END TUMBLERS

● Introduced in 1932, Huebsch Open-End Tumblers promised to revolutionize the laundry and dry cleaning industries. *They have.* Today, with more than 80,000 in use, Huebsch Tumblers are standard equipment all over America.

Huebsch Tumblers meet the demand for efficient dryers that cost little to obtain and little to maintain. You are not asked to pay a high price for unnecessary gadgets, expensive chrome plating or dirt-catching streamlined envelopes. You pay only for performance—and Huebsch gives you *lots* of it.

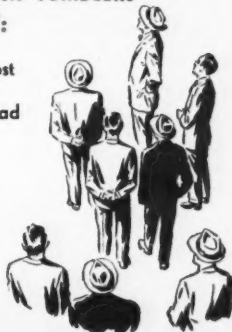
That's why Huebsch has made and sold more tumblers than all other manufacturers combined—and that's why it will pay you to ask your Huebsch representative for complete details. Or write us direct.



**OVER 80,000 HUEBSCH TUMBLERS
IN USE! HERE'S WHY:**

- Faster drying at lower cost
- Easier and faster to load and unload
- Low initial cost, low maintenance cost
- Choice of four sizes:

36"x18" 36"x24"
36"x30" 42"x42"



HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer Pants Shaper
Automatic Valves Feather Renovator Double Sleever Collar Shaper
and Ironer Garment Bagger Cabinet and Garment Dryers Washo-
meter Hosiery Ironers Spring-Type Filter.

HUEBSCH MANUFACTURING COMPANY, 3775 N. HOLLAND ST., MILWAUKEE 1, WIS.
Division of THE AMERICAN LAUNDRY MACHINERY CO.



Flatwork shaker No. 1, foreground, begins to position work on swivel-type table at her left. In background, second shaker has just finished loading tumbler. In upper left-hand corner is conveyor that will take tumbler load to wrapping table where it will join flatwork. Note identifying flags in tumbler doors. Corresponding number is on flatwork flag

Overhead Conveyors Bypass Flatwork Ironers

System enables plant to empty net, process tumble and flatwork separately, wrap both in one package

By JOHN J. MARTIN

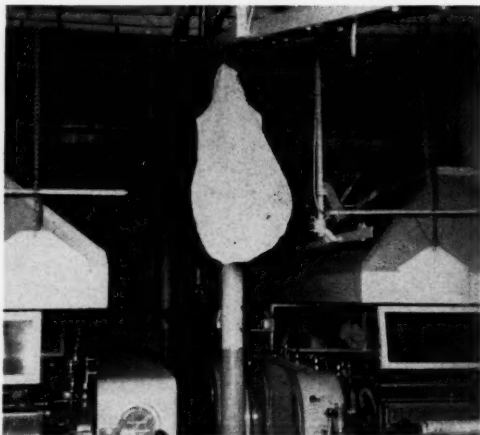
FLATWORK SHAKERS PERFORM a dual operation at the Killip Laundering Company, Albany, N. Y. They both position the flatwork and tumble the fluff-dry part of the bundle.

All damp nets are first dumped by shaker No. 1 into a cold tumbler for a short preconditioning run. Shaker No. 2 empties this tumbler's contents into a small cart and moves it to a standard swivel-type AIL shake table. Shaker one immediately begins to position the flatwork, while the second girl pulls any towels or other work to be tumbled out of the load.

In back of the shake table, and slightly to the left, is a battery of three tumblers. Shaker two places the tumble-work from one net in an empty machine, and marks it with a numbered flag. Stepping back to the shake table, she assists shaker one in positioning on the shake table, and by pre-drying pillow slips on an adjacent press.

The flatwork part of the dual content bundle is flagged with the same number assigned to the tumble-dry part.

As the first shaker steps back to load the preconditioning tumbler once more, shaker two moves to the



Conveyor takes net load of dry work past flatwork ironer



Specialists in Laundry Cleaning Products



Inspecting sparkling-white linens at the Fort Duquesne Laundry Corporation.

"Immediate improvement in whiteness retention with Wyandotte ARLAC"

Wyandotte's amazing ARLAC, king of alkaline soap builders, is cutting costs and stepping up quality in laundries all over the country!

Take the example of the Fort Duquesne Laundry Corporation in Pittsburgh. Here's what these folks say about ARLAC:

"We noted an immediate improvement in whiteness retention when we began using ARLAC alone in the break. Now we're getting *really white linens*, which means *customer satisfaction*! Wyandotte products and service help us produce high-quality work."

CLEANING
THE
WORLD

20% to 30% saving

ARLAC activates soap—will show a 20% to 30% saving in supplies over average builders. It has extremely high soil-suspension properties, free rinsing, instant and complete solubility, and is effective at low temperatures (effecting additional savings in fuel). ARLAC can be used in dry or stock solutions as a soap builder, laundry detergent or boil-out alkali; and can be used alone in the break without graying effects.

Try ARLAC now!

If you haven't tried Wyandotte ARLAC, try it NOW for improved

whiteness retention and deep stain removal. Call in your nearest Wyandotte service representative to run a test today. You'll be glad that you did! Wyandotte Chemicals Corporation, Wyandotte, Michigan; also Los Angeles, 54, California.

 **Wyandotte**
CHEMICALS

Helpful service representatives in 88 cities in the United States and Canada

Largest manufacturers of specialized cleaning products for business and industry

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



As hook rounds end of conveyor, net will drop onto chute leading to wrapper

now dry tumble-work. She empties the dry load from the tumbler to a net, placing the flag inside.

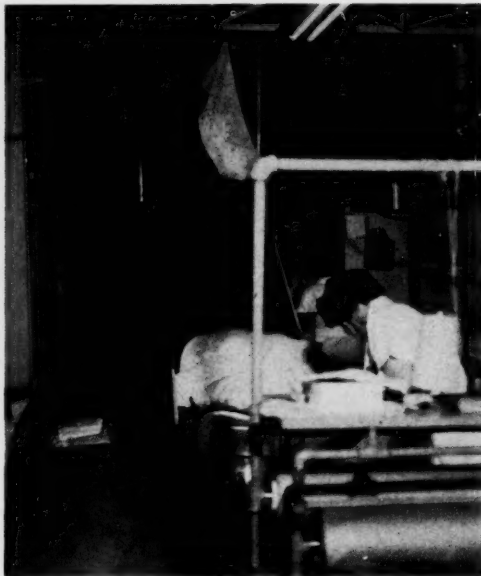
Conveyor route

The net is then carried directly to the wrapping table by means of a conveyor that bypasses the flatwork ironer. The conveyor, a chain-type, is fitted with protruding curved hooks about six feet apart. Trailing pointed ends of the hooks are placed so that as they come around to the shaker, the net must be shoved forward to be firmly hung on the hook.

At the opposite end of the conveyor, as the hook comes up around the end of the belt, the open part faces down toward the floor and the bundle drops off of its own weight. The net hits a wooden chute leading to the wrapping table and slides to the wrapper.

The wrapper opens the net, pulls the flag, and folds the contents. She then turns to the bin of folded flatwork and removes the corresponding ironed part of the bundle. The two parts of the bundle are wrapped in a single package and pushed onto a belt conveyor moving in front of the wrapping table, which carries the package to a gravity chute leading to the route drivers' room.

Both flatwork ironers at Killip, an eight-roll and a six-roll, are equipped to produce bundles in this manner. Each has a nearby battery of three tumblers, and above and to the right of each is a tumble-work conveyor bypass.



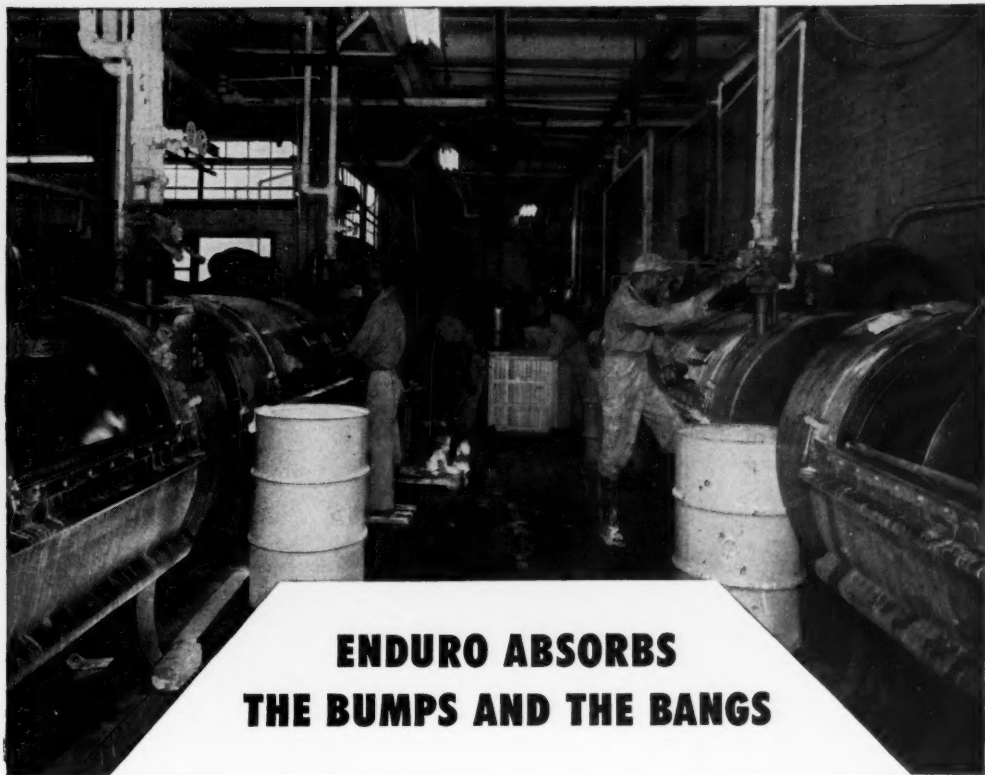
Here wrapped bundle proceeds along belt conveyor to route room chute. It was pushed from wrapper to belt. Note next net of tumble work about to drop to wrapping table. At far end of table, fluff-dry bundles are pushed to same belt

Fluff-dry bundles containing only tumble work move through the plant in a similar manner. The fluff-dry wrapping table connects at right angles to the flatwork wrapping table, the two making one "L-shaped" surface. A different battery of tumblers is used to process this work, but an identical conveyor brings the dry netted work to this table.

It can be seen, then, that Killip has been able to bring separate operations together in the final stages, minimizing the number of bundles to be wrapped, and utilizing one conveyor to move two kinds of finished bundles to the route distribution point. ●



"Of course he's burned up! The quitting bell rang while he was clear at the other end of the plant."



ENDURO ABSORBS THE BUMPS AND THE BANGS

● Crash! go extractor baskets against washers. Smash! go laundry trucks and washing compound containers into equipment. Pound, pound, pound! go identification pins and weights. Unavoidable, yes. But not necessarily damaging when washers, extractors and other equipment are made of Republic ENDURO Stainless Steel.

ENDURO safely absorbs the bumps and the bangs of hard laundry usage. Among the toughest and strongest of metals, ENDURO resists denting and scratching. Resists wear. Even constant opening and closing can't wear ENDURO pocket washer covers down to dangerous sharp edges.

ENDURO won't tarnish or blacken on you, either. It's solid stainless steel all the way

through . . . permanently bright . . . with no plating to chip or wear off. It resists rust and corrosion, resists the action of washing compounds and bleaches, is easy to clean and to keep clean.

For your new equipment and replacement programs, think ENDURO! Several types are available *now*. Republic metallurgists always are happy to discuss ENDURO applications for laundry and cleaning equipment with you and with your suppliers. Just call your nearest Republic District Sales Office, or write to:

REPUBLIC STEEL CORPORATION
Alloy Steel Division • Massillon, Ohio
GENERAL OFFICES • CLEVELAND 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

Republic
ENDURO STAINLESS STEEL



Other Republic Products include Carbon and Alloy Steels—Pipe, Sheets, Tubing, Lockers, Shelving, and Fabricated Steel Building Products

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 30)

points on the pH scale. One of the simpler types of test kits consists of strips of paper impregnated with indicator. A piece of this paper is dipped into a sample of the suds, and the color it develops is matched with printed standards furnished with the kit. A somewhat similar type uses liquid indicators which are added to the sample, then color matched. These test kits are sufficiently accurate for routine plant testing.

In addition to the pH testing of the suds bath, another testing tool known as titration is often used. Titration is the neutralization of a sample of the washing solution by an acid of known strength. Results are expressed in the proportion of acid used to cause a color change in a sample containing phenolphthalein indicator, to that used to cause a color change in a sample containing methyl orange. The phenolphthalein figure is recorded

as active alkalinity; the methyl orange as total alkalinity.

There is some controversy on the results of this titration. Active alkalinity aids the washing process, inactive alkalinity contributes little. An alkali providing only active alkalinity is difficult to control, since too little would not do the work required, while too much would give excessive pH values. If the question of the proper proportion of active to inactive alkalinity could be settled, definite rules could be suggested. As is, titration is used for control, once a good formula has been established through experimentation and use. ●

Don't miss next month's Primer article on Soap Regenerators.

Selling the Kids

Editor's Note: The article below is No. 43 in the California Laundryowners Association's series of Sales Idea Files.

"Be sure to tell mommie to buy _____," says the voice on the radio dozens of times a day, and every junior G-man, cowboy, or space adventurer, rushes out to insist that life won't be worth living unless she immediately buys _____ as the man said.

The power of a woman may be under-estimated, but no one can under-rate the persistence of a child. Big merchandisers know this fact and use it in many ways. Even in fields which sound unlikely, the child's vote is important—witness General Motors' annual soap box derby, the Fisher Body model contest, Standard Oil's children's films and set-up oilwell models, the comic-book technique in selling everything from President Truman to bubble-gum to the American people.

You too can cash in on the kids' vote—without elaborate or expensive promotion. A drycleaner recently had small glass tumblers imprinted with his name and cartoon trade-mark. His salesmen were instructed to give them to children without solicitation of parents, just as gifts. Three months later a three-year old child saw one of the salesmen's trucks parked and told her mother, "There's my friend." And a customer was gained for the drycleaner.

Several laundries in Southern California have used

the picture of a cute little black kitten to brighten their advertising. Cut-outs of the kitten have been distributed to the kids by the thousands—and by demand. That particular cat (seen recently on the Soft Water Laundry advertising) has been reproduced as a stand-up kitten in three different sizes. "Fluffy stands for Soft Water Laundry"—and thousands of kids remember. The same cat has been used on stickers, or blotters, and on shirtboards—and the appeal to kids is still there.

Why shouldn't a parent send shirts to the laundry the kids recommend? If the laundry uses one of several patented shirtboards now on the market, the kid gets pictures to color or paint, cut-out characters, and games. And if the kid next door finds Daddy's shirts come without cardboard cut-outs, he pesters the family until a change is made.

There are thousands of old standard variations of kid's fun that you can use—and they are always good. For example, play-money, optical illusions, puzzles, connect the dot drawings, silhouettes, cartoons, cards to collect, stamps, and stories. You can incorporate these into various forms you use (like the shirtboards) so that the cost to you is practically nothing, and be sure that the advertising piece is held and cherished for a considerable period of time—with many opportunities for the parents to see and read your message.

And don't discount the friendly hello to a kid—your salesmen should make as many child friends on the route as possible—for kindness to her child is the way to a mother's heart.

LAUNDRY BUSINESS TRENDS

New York		New Jersey		New England	
Feb.	23—7.2% <u>less</u> than last year	Feb.	23—4.6% <u>less</u> than last year	Feb.	23—1.8% <u>more</u> than last year
Mar.	1—6.1% <u>less</u> than last year	Mar.	1—5.7% <u>less</u> than last year	Mar.	1—2.9% <u>more</u> than last year
Mar.	8—6.9% <u>less</u> than last year	Mar.	8—4.1% <u>less</u> than last year	Mar.	8—3.3% <u>more</u> than last year
Mar.	15—4.2% <u>less</u> than last year	Mar.	15—2.3% <u>less</u> than last year	Mar.	15—5.3% <u>more</u> than last year

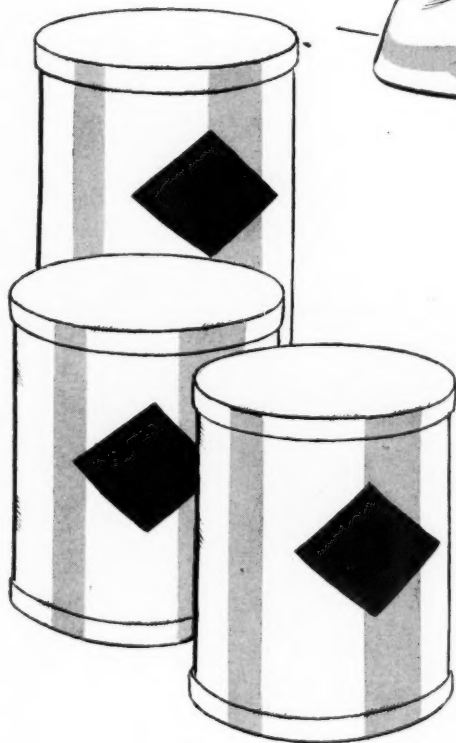
M. R. Weiser & Co., New York

M. R. Weiser & Co., New York

Carruthers & Co., Boston

Chemicals you live by

Put them
on trial!



You be the judge.

But pass a good stiff sentence—60 days at hard labor.

Let the DIAMOND Technical Serviceman make a thorough checkup of your washroom procedure. Then let him recommend the exact detergents you need for best quality at least cost.



Who can judge better than you whether our materials can save you money? Nobody else can! But make it a fair sentence. One that's long enough to do some good—at least 60 days.

DIAMOND DETERGENTS • BLUES • SOURS

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO



*Straight-from-the-shoulder facts
show you save in every way with*

CHEVROLET *Advance-Design* TRUCKS

FACT No. 1

COSTS LESS TO BUY

Match a Chevrolet truck against any comparable truck capable of handling the same payloads. You'll find Chevrolet trucks list for less, yet bring you ruggedness, stamina and great features not found in the other truck.

FACT No. 2

SAVES MONEY ON THE JOB

Experienced truck operators know Chevrolet trucks cost least to own and maintain. Valve-in-Head economy, in the Chevrolet Loadmaster or Thriftmaster engines, saves on gas. Four-way engine lubrication reduces wear and oil costs. Rugged construction means long life.

FACT No. 3

RIGHT TRUCK FOR EVERY LOAD

Chevrolet trucks are factory-matched to your payload and service requirements. You don't buy "too much truck" or "too little truck." Frame, axles, springs, body, brakes and power are balanced for the job.

FACT No. 4

KEEPS ITS VALUE LONGER

Records show that Chevrolet trucks traditionally bring more money at resale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in! More proof that Chevrolet is the best truck buy! See your Chevrolet dealer soon.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURATOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSION**—for fast, smooth

shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-

duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTILATION PANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



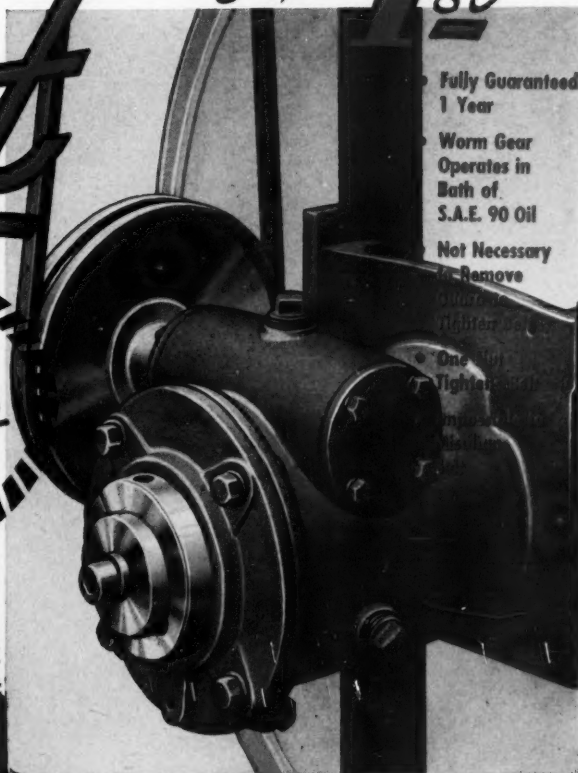
When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

They've
SEEN ...
CHECKED ...
INSPECTED ...
BOUGHT ...

Cook's



Another
Cook **1st**

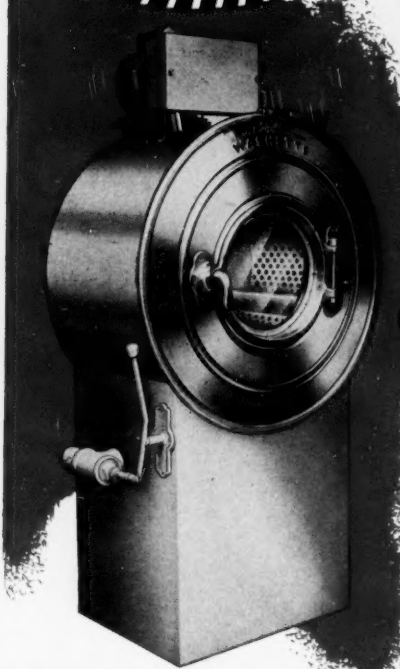


Fully Guaranteed
1 Year

Worm Gear
Operates in
Bath of
S.A.E. 90 Oil

Not Necessary
to Remove
Guards
Tighten Bolts

One Man
Tightens
Bolts
on
Washette



NOW STANDARD EQUIPMENT ON

Cook **WASHETTES**

This entirely new, long-life, money-saving, Direct Reducing Gear has rocked the industry! It's the most sensational development since the open-end washer... acclaimed, approved, and sought wherever shown. Get the whole story... write, phone, or wire for detailed information on the new Direct Reducing Gear... exclusively on Cook Washettes!

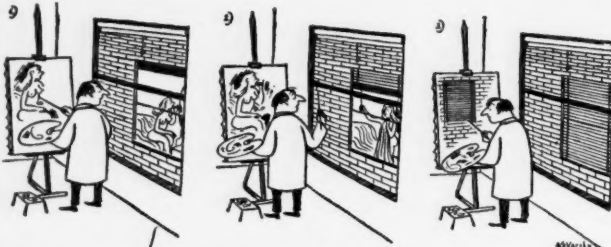
MAINTENANCE SIMPLIFIED—Entire gear box may be removed in 7½ minutes—simply take out four bolts. Remove nut on gear-box to lift out basket.

UNCONDITIONALLY GUARANTEED—The new Direct Reducing Gear Unit is covered by Cook's usual one-year guarantee on Cook Washettes.

Shown: Cook Junior WASHETTE
25 Lb. Capacity
Manual, Semi-Automatic, Automatic

Cook **MACHINERY SALES CO.**
4122 COMMERCE ST., DALLAS, TEXAS

Cleaning Section



GENTLEMEN PREFER BLINDS?

Have your blinds (windows and walls also) received preferred care lately? Let our bonded specialists bring your blinds to our deterging tubs for a thorough scouring, revarnishing, and re-cording if needed. And before re-hanging we will clean your windows and sashes as you've never seen before! Phone Don Budge or Sidney Wood at TE 8-6500 . . . today!

BLINDS (single) . . . \$1.00 PLAIN WINDOWS . . . 40c

AND LADIES ALSO WILL PREFER...

Our floor waxing, rug shampooing, furniture cleaning, part-time maid service, etc.

RUGS . . . from 08c CHAIRS . . . \$6.00
SOFAS . . . from \$10.

Budge-Wood Service
206 EAST 61 STREET, NEW YORK TE 8-6500
Serving Manhattan, Long Island, Conn., Westchester

HAND LAUNDERING
CLEANING • DYEING
RUG, FURN. CLEANING
FLOOR WAXING
WINDOW WASHING
MAID SERVICE

Outstanding cartoon-type ads like these help sell cleaning sidelines

Laundry Goes All-Out For Cleaning Sidelines

Budge-Wood sales include maid service, household, window, rug cleaning—even dressmaking; cartoon promotions used

By JOHN J. MARTIN

SOME GUYS will do *anything* for a buck! And when it comes to making that buck for Budge-Wood Services, Inc., Sidney B. Wood is one of them. He has added just about everything in the cleaning book to complete the services offered by his New York City family laundry plant.

Most unusual, perhaps, is maid service. A housewife can actually hire, through Budge-Wood, part-time help for dishwashing, bed making, dusting and scrubbing. Calls for the service keep 120 maids on the staff, and average revenue runs up around \$12,000 a month.

Budge-Wood has maid service franchises in many of the new luxury apartment buildings. Tenants not wishing to go to the expense of hiring full-time maids to

sleep in (and not having room for them) often desire part-time help with the household chores. Their inquiries, directed through the house phones, go through Budge-Wood's resident housekeeper who also receives laundry, cleaning, and other service orders.

The resident housekeeper can normally fill new orders from her own staff originally organized by Edna Corcoran, Budge-Wood's executive housekeeper and an ex-British Army officer. A maid is assigned for the number of hours each day or week it will take to complete the services desired by the tenant.

The resident housekeeper, through the franchise arrangement, is the maid's on-the-job supervisor. However, when a call comes direct to B-W from a non-

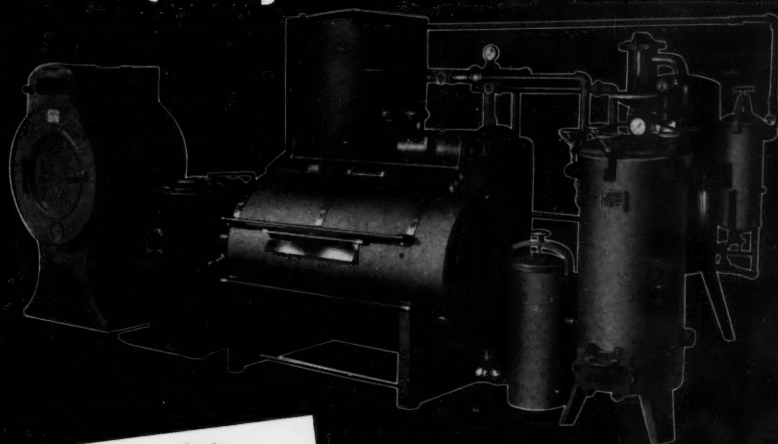


LET US MINISTER to your purest silks and delicate laces with the typical reverence we have for "things of the cloth," our customers entrust to us. "Cleanliness is next to Godliness" is a constant preaching at Budge-Wood. For laudable LAUNDERING and commendable CLEANING phone those service aces, Don Budge and Sidney Wood today . . . TE 8-6500.

Budge-Wood Service
206 EAST 61 STREET, NEW YORK TE 8-6500
Serving Manhattan, Long Island, Conn., Westchester

HAND LAUNDERING
CLEANING • DYEING
FURN. CLEANING
FLOOR WAXING
WINDOW WASHING
MAID SERVICE

If it's Quality...then it's Western



Complete PACKAGE UNIT DRY CLEANING PLANT

Here is how to have a complete dry cleaning plant in operation only hours after it arrives . . . Western's complete engineered package unit plant assures maximum working efficiency and minimum floor space . . . all units are equally matched in production capacity . . . available in 3 sizes . . . shipped ready for easy assembly with all pipe pre-fabricated and clearly tagged.



WESTERN'S *Metal Clad* LAUNDRY WASHERS

Today's best wood laundry washer buy. Western Metal Clad delivers at approximately half the price of an equal size all metal washer—provides modern features, proved design. Available in standard sizes to fit your requirements.

Manufactured By

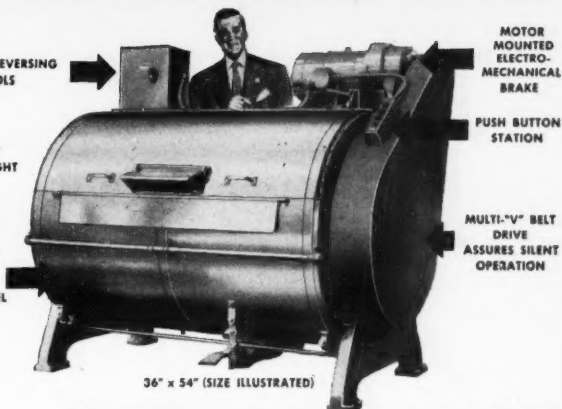


420 East 10th St., Dept. St, North Kansas City, Mo.

AUTOMATIC REVERSING
CONTROLS

ONLY 5' 6"
OVERALL HEIGHT

SHELL FRONT
AND APRON
CLAD IN
STAINLESS STEEL



36" x 54" (SIZE ILLUSTRATED)

MOTOR
MOUNTED
ELECTRO-
MECHANICAL
BRAKE

PUSH BUTTON
STATION

MULTI-"V" BELT
DRIVE
ASSURES SILENT
OPERATION

Gentlemen:

Please forward complete information on equipment as checked.

☐ Western Dry Cleaning Plant—Size_____

☐ Western Metal Clad Washer—Size_____

Firm_____

Name_____

Address_____

City_____ State_____

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

PEOPLE ARE



**Don't Shut Your Ears..
Don't Close Your Eyes..**

Face the Facts..

The Dirt you get from clothes today is the same kind of dirt you have been getting for years

so you get the same kind of impurities in your solvent. You can't ignore them or troubles occur—odor build-up, bad solvent, solvent hard to filter and distillation troubles; cleaning of whites is poor—and sometimes what appears to be less spotting and wet-cleaning may be just poorer cleaning.

DON'T BE FOOLED—Keep your ears and eyes open—Check for yourself, see for yourself, and use the new, most fool-proof method ever offered the industry by Caled Products for all things you want most:

**Really LESS wet-cleans
Really LESS spotting
Better cleaning
No pressure troubles
No still troubles
No troubles in mixing**



TALKING ..



No worry about complicated test methods if you use the charge system with this method, you do as you should do—test for the impurities that cause odor troubles just as you've always done by the easy, simple method and you use the simple, easy treatment method of correcting any build-up with the readily available powders such as Magnesol, DC Filtrol, Darco and others. They do the job easily, economically, satisfactorily.

SURE—This is an ad—telling you about Caled's New **FILT-R-OUT** and **FILT-R-OUT CONCENTRATE**, but it's facts you should and must face—treat your customers right, give them good cleaning and they will repay you with more business—treat your help right, give them a product so easy to use, to mix, and results that make their job easy, and they will whistle while they work.

Send for details—facts are ready—you'll easily prove them in your own plant—many hundreds of cleaners coast to coast have—and are daily kept happy this new way.

A Caled man is always happy to service you—but you don't have to worry about having a technical expert—we have made all the processes so simple, we have done the worrying for you—and given you what you have always needed for quality work, easily produced.

REMEMBER..

It's NEW FILT-R-OUT

—for the ready-to-use product

THERE'S A CALED
PRODUCT FOR EVERY
DRYCLEANING NEED

It's FILT-R-OUT CONCENTRATE

—for all systems, simply by diluting with your solvent

**YOU CAN'T GO WRONG
GET FILT-R-OUT
GET SET!**





Our entire housekeeping staff is bonded, thoroughly screened, and fully insured (eliminates your social security filing requirements). All its members have impeccable references and, as you would expect with Budge-Wood, are spotlessly attired—always!

Our outstanding successes in operating complete housekeeping concessions at the huge Sutton Terrace apartments, at the Doelger Buildings, and at the majority of the new Fifth Avenue and Park Avenue apartments has induced us to broaden the scope of this department.

Do your present or future needs include maids, cooks, waitresses, butlers, housemen, floor waxing, rug and furniture shampooing, or window washing? If so, may we have our executive housekeeper visit you to discuss your requirements and explain the details of our services? Phone TEmpleton 8-6500 — please ask for housekeeping department.

BUDGE-WOOD SERVICE, Inc.

BUDGE-WOOD BUILDING 306 EAST 61st STREET, N. Y. C. 21. TEMPLETON 8-6500

A typical Budge-Wood direct mail piece. In this case the plant's housekeeping sideline is promoted

franchise apartment as a result of a recommendation or an advertisement, arrangements and supervision are handled directly by Miss Corcoran.

The user pays \$1.50 per hour for maid service. Of this, the maid gets \$1.00 for her work. The resident housekeeper and building take another cut, and added to deductions from profit are charges for bonding of the maids, insurance, taxes, uniforms and equipment (tenants must furnish their own vacuums).

Budge-Wood will also supply thoroughly screened part-time cooks, butlers, waitresses and housemen at higher hourly rates. These calls for domestic help, despite the fact that percentage of profit per dollar of sales is comparatively low, help make that *extra* dollar.

Customers can call and get just about everything they want in heavy duty household cleaning.

One division of nine men under supervisor William Doyle is kept busy to the tune of \$1,300 weekly with on location rug shampooing, waxing and scraping floors, cleaning furniture, venetian blinds and walls.

In this department, B-W has established a minimum price policy. No job under \$10 will be accepted. Actually, most calls average \$60. Of the weekly revenue, one third is in floor waxing and scraping, while other household cleaning accounts for the balance.

Rugs are also accepted for plant cleaning, but at the present time are wholesaled out.

Another crew of six men bring in an average of \$700 a week from window cleaning. So far most of the business is in homes and apartments, but manager Sam Stopanio is slated to do a larger volume of commercial contract cleaning soon. This sideline, priced from 40 cents per window, is expected to be the fastest growing Budge-Wood service in the near future.

Illustrating the completeness of B-W's services is the fact that about \$150 a month comes in from a small dressmaking sideline. Using Budge-Wood's established reputation, contacts, and fitting rooms at each concession house, a top-flight Viennese couturiere, Madame Hedy Kamm, has built up a growing clientele. In return, the plant receives a small percentage.

Promotionwise, Budge-Wood uses the same advertising plan that proved so successful in selling laundry and drycleaning. In fact, at the recent AIL convention,

B-W's cartoon type advertising won a prize in the sales promotion contest. The eye catching, interest arousing ads have just been switched over to sell the cleaning sidelines.

Mr. Wood has supplied nationally known cartoonists with ideas for advertising cartoons. They work up the cartoons and Mr. Wood writes the copy.

The ads have appeared in the *New Yorker Magazine*, in a tennis magazine (by now you should have recognized Budge-Wood as Don Budge and Sidney Wood of tennis fame), and in the magazines published by several private schools. The plant uses no newspaper ads.

Direct Mail

Direct mail, however, receives a good play at Budge-Wood. With the first of the month statements, all present customers receive promotion of the services they have not yet used. This is followed up on the 15th of each month with a separate mailing.

Non-customers are on a once a month direct mail schedule. Here, Mr. Wood reveals an interesting direct mail list operation. He has culled his original list of 50,000 prospects to 20,000 by sending promotion only to apartment buildings in which present customers live plus all the private homes on his list. This, he feels, will concentrate deliveries and service calls, and also keep his customers on about the same income level.

Every bundle and drycleaning garment bag receives some kind of promotion. Usually, an attempt is made to get the customer to use another of the Budge-Wood services not used in the past.

The results of these efforts can be shown in the relatively short length of time that Budge-Wood has offered these sidelines. Window cleaning, now up to \$700 weekly and still growing, was started only eight months ago. The big volume in maid service is the result of heavy promotion begun less than one year ago. Household cleaning has also shown growth as a result of the cartoon sales promotion efforts.

Now you might think that Budge-Wood had gone the limit in cleaning sidelines to their laundry business. You might even think they had enough on their hands. It just isn't so. Shortly, they will complete plans to go into the complete renovation of athletic equipment. As we said, some guys will do *anything* to make a buck! ●

- ① *Reduce* GASOLINE COSTS!
- ② *Get MANY EXTRA* YEARS OF TRUCK LIFE!
- ③ *Increase* DELIVERY EFFICIENCY!
- ④ *Reduce* SERVICE TIME IN YOUR GARAGE!
- ⑤ *Eliminate* COSTLY PARTS REPLACEMENTS!

**YEARS AFTER YOU'VE
"WRITTEN THEM OFF"
THE BOOKS—**

These Rugged Long-Life

DIVCOS

STILL ROLL THE ROUTES!



● BECAUSE of Divco's unusually rugged, long-life construction, Divco owners invariably get a bonus of 4 to 6 extra years of profitable service from their Divcos! Many operators report from 10 to 12 years of useful truck life! During this time Divco's efficient engine operation literally saves thousands of gallons of gasoline—Divco's long-life construction eliminates costly parts replacements and resulting labor costs—and Divco's service accessibility has saved hundreds of hours of garage time in daily inspections and periodical maintenance service. These are just a few reasons why Divco is today's best buy for home delivery service. Think it over! You too can take advantage of this saving by purchasing time tested, economical Divco.



DIVCO CORPORATION—MAIL ADDRESS: P. O. BOX 3807, PARK GROVE STATION, DETROIT 5, MICHIGAN



Canadians Convene at Windsor

DELEGATES FROM NEARLY ALL of the Canadian provinces attended the 19th annual convention of the Canadian Research Institute of Launderers and Cleaners, held at Windsor, Ontario, March 7-9. Although pleasure was not neglected, the meeting's primary emphasis was on business. An excellent program featured speakers from both sides of the border.

The convention sessions got under way on Friday evening, following a buffet supper. Lou Bellew, associate editor of STARCHROOM LAUNDRY JOURNAL, started things off with a talk on, "Better Methods Insure Better Success."

Saturday morning opened with the AIL film, "Time for Living." W. G. Boyd, Sanitone Div., Emery Industries, followed with an address on aggressive sales management, "What Time Is It?" Next came a public relations talk, "Customers Are Human!" by R. E. Oliver, Ford Motor Co. of Canada.

In the afternoon A. L. Christensen of the AIL stressed time and motion studies in his talk, "Costs Must Be Cut—How?" and C. B. Truxal, executive secretary, Ohio State Association of Dyers and Cleaners spoke on "Good Cleaning Room Operation—Greater Profits." A cocktail party and banquet wound up the day's program, with Bishop C. L. Nelligan as guest speaker.

The Sunday morning session opened with "After the Ball Was Over," a consumer relations film produced by the Oklahoma Association of Cleaners & Dyers. Then Colin H. Bayley, CRI's director of textile research, outlined his department's work in an address titled "3,100 Problems." Having opened the convention sessions, it seemed fitting that Lou Bellew should close them, which he did with a humorous, detailed review of the program.

In the election of officers and directors, Marvin



Officers, past presidents and directors, seated, l. to r.: E. W. Finlayson, managing executive; D. A. Wright, vice-president; M. S. Aarons, president; E. Hickey, 2nd vice-president; G. B. Henning, past president. Standing: E. R. Jarman, past president; G. Proulx, C. A. Bruder, and W. L. Forsyth, directors; D. D. Williamson, past president; C. H. Bayley, director CRI research

Safe
PROTECTION
where it counts!



**MOTH
SEAL**

Moth Seal is the best storage bag in the world, as proved by its increased use by millions of customers! You can get extra business you never had before when you use Moth Seal storage bags in conjunction with your regular storage vault services. No other garment bag on the market offers such complete and lasting protection against soil and damage. There is one and only one Moth Seal storage bag—and it is three ways better: Beautiful appearance; patented fadeproof Windo (the only Windo used in storage bags that excludes light and prevents all fading); and double sealed for extra protection. No other storage bag offers Moth Seal's unique features.

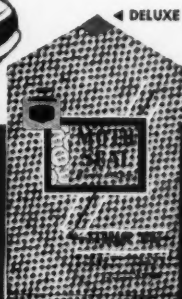
TWO STYLES . . . *Standard Cedar Grain without Windo . . .*
AND DeLuxe Windo style!

Write for free samples!

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39.





TODAY...

We're all in the steel business!



FOR EACH OF US TO GET MORE STEEL... AND PRODUCTS MADE OF STEEL...
WE'VE GOT TO PROVIDE MORE SCRAP TO MAKE THE STEEL.

Half the melting stock used in the steel mill or iron foundry consists of iron and steel scrap. In normal times, enough scrap is produced by the mills, foundries, railroads, fabricators and scrap dealers to fill the need.

But now the mills have stepped up capacity to meet the greatly increased military and civilian demands for steel. And that increased capacity has outstepped the supply of scrap.

That is why we are calling on plants in both metal-working and NON-METAL-WORKING industries to provide the needed scrap NOW.

You have the heavy scrap needed to make more steel

Enough obsolete machinery, equipment and parts are being carried as useless inventory to give a big push to

This advertisement is a contribution, in the national interest, by

STARCHROOM LAUNDRY JOURNAL

Cooperating with the Laundry and Drycleaning Campaign

SELL YOUR SCRAP

Send in your signed Scrap Credit Certificate to
LAUNDRY & DRYCLEANING MACHINERY MANUFACTURERS ASSOCIATION

95 Liberty St., New York 6, N. Y.

the production of steel. Surveys have proved this.

The trick is to get that old steel into the hands of the steel producers.

We're putting that job up to you.

To help maintain steel production... provide more steel for the equipment you want... turn in your idle iron and steel to your local scrap dealer.

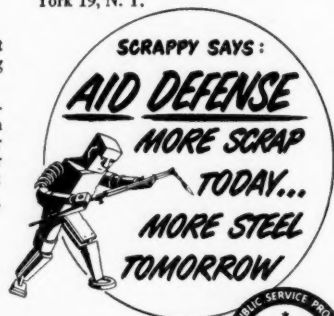
What you can do to help maintain steel production

1. Appoint one top official in your plant to take full responsibility for surveying the plant and getting out the scrap.
2. Consult with your local Scrap Mobilization Committee about its program to help out in the scrap crisis. For chairman's name, check with your Chamber of Commerce, or the nearest

office of the National Production Authority, Department of Commerce.

3. Call in your local scrap dealer to help you work out a practical scrapping program. Non-ferrous scrap is needed, too.

4. Write for free booklet, "Top Management: Your Program For Emergency Scrap Recovery", addressing Advertising Council, 25 W. 45 St., New York 19, N. Y.





Are you prepared to take advantage of this money-making opportunity?
You can—with the aid of

THE FUR BOOK

By DAVID G. KAPLAN

Outstanding teacher-furrier-consultant

Fur Editor THE NATIONAL CLEANER & DYER

If you handle or plan to handle furs . . . if you want to build up and supplement your storage business . . .

if you want a profitable project for the slow summer months . . .

Give a **complete** fur service in your own plant!

Even the beginner can quickly learn from THE FUR BOOK to do simple repairs and remodeling. The more experienced furrier will benefit from the improved and simplified methods in let-out work and other standard techniques. Sample repair and remodeling jobs described step by step—easy-to-follow instructions with many clear diagrams and photographs.

With table of estimated costs

THE FUR BOOK

also includes chapters on:

Cleaning, glazing and dyeing. How to make fur accessories. Common problems and how to solve them. Types of furs and how to handle each.

A complete, practical, self-teaching course in every phase of fur work

only **\$7.50**

STARCHROOM LAUNDRY JOURNAL
304 East 45th Street
New York 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan

Name _____

Firm _____

Address _____

City _____ State _____

Aarons, Marvin's Ltd., Saskatoon, Sask., was named president. He succeeds G. B. Henning, Langley's Ltd., Toronto. Other officers are: vice-president, D. A. Wright, City Laundry, Hamilton; 2nd vice-president,

J. E. Hickey, White Star Laundry, Summerside, P.E.I.; and secretary-treasurer, J. P. Williams, C. R. I., Ottawa. R. J. Rivard, Rivard Cleaners, Windsor, was named a director. ●

North Carolina Convenes

AN EXCELLENT REGISTRATION of 290 delegates showed up for the 45th annual convention of the North Carolina Association of Launderers & Cleaners, held at Winston-Salem on February 27 and 28. Attendance probably would have been higher had it not been for the interference of a bad snowstorm and an influenza epidemic. Total membership in the association is now 549, a jump of 375 in the last four years.

The keynote address was delivered by former United States Senator William B. Umstead of Durham. He was followed by Martin B. Romeiser, president of the American Institute of Laundering, who spoke on the prospects of the laundry industry for 1952. "Cleaners Are People" was the subject of Willard M. Cannan, recently elected president of the National Institute of Cleaning and Dyeing. Both association heads ended by describing the activities of their organizations. Itimous T. Valentine, associate justice of the Supreme Court of North Carolina, concluded this session with an outline of the state judicial system.

On the second day Joe Vincent of the Pilot Life Insurance Company spoke on how to hold key employees. Hy Schwartz of *American Laundry Digest* spoke on getting new business, and Ernie Heidersbach, R. R. Street & Co. Inc., outlined "Three Steps to Increased Sales."

An open forum was conducted by members of the Associated Consultants Panel, a group of North Carolina laundryowners and drycleaners who meet monthly in a member's plant to discuss problems of mutual interest. The topic for the convention forum was "What Should We Expect of Our Route Salesmen?"

Members of the panel, with Paul Wilson as chairman, were Edwin W. Pearce of Greensboro, Charles A. Roach of Durham, R. E. Kizer of Asheboro, Jack Bennett, Jr., of Rocky Mount, Henry M. Taylor, Jr., of High Point, Charles W. Wray of Raleigh, and H. J. Lane of Henderson. The audience took part in the lively discussion. "Stop Wishing—Start Working" was the title Sam Wix, AIL director, chose for his description of steps he has recently taken to bring new business into his plant in Atlanta, Ga. He urged his listeners to take similar positive steps instead of a negative outlook.

Under the chairmanship of Ben Douglas of Charlotte, a second panel discussion was devoted to problems arising from the administration of price controls. Participating were Alton G. Murchison and J. Leroy



Officers Check results of membership drive. Left to right: H. W. O'Shea, R. E. Kizer, Jack Bennett, Jr., and George B. Webster

Allen of the Raleigh OPS office, and Sam Goldfein of the Charlotte OPS office.

The session was brought to a close with talks by George P. Fulton, director of research at NICD, who described the Institute's research on cleaning in a charged soap system, and John P. Gray of Adeo, Inc., who discussed personnel training.

As in the past, each session was opened with spirited group singing under the direction of NICD Vice-President Henry Benoit, while genial Clyde Grimes of Charlotte was kept busy distributing dozens of prizes contributed by the Winston-Salem committee on arrangements.

Entertainment featured the President's Reception on the first evening and a ladies luncheon and style show on the second day arranged by Mrs. Richard Hensel's committee. Edwin W. Pearce of Greensboro was toastmaster at the annual banquet on the final evening. Clarence Howell of Raleigh, a charter member of the association when it was founded in 1907, presided at the installation of officers.

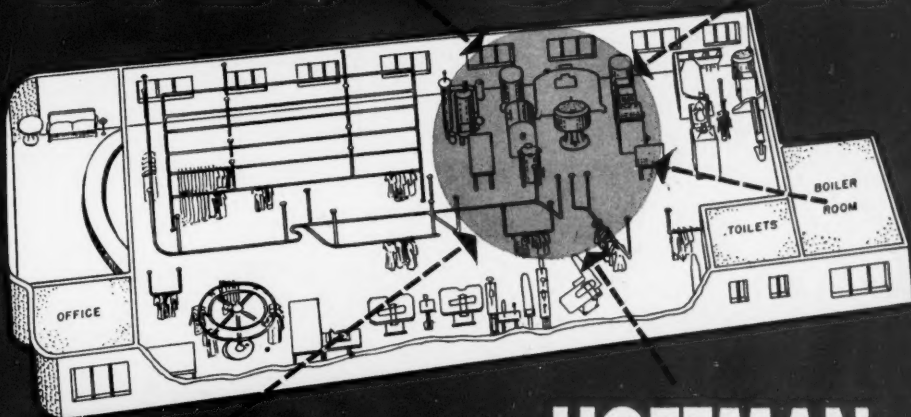
Newly elected officers for the forthcoming year are Jack Bennett, Jr., Rocky Mount, president, and George W. Howard, Fayetteville, eastern division vice-president. The following were re-elected: R. E. Kizer, Asheboro, central division vice-president; D. M. McKnight, Asheville, western division vice-president; H. W. O'Shea, Durham, treasurer; Harold O'Neil, Durham, sergeant-at-arms; and George B. Webster, executive secretary.

Directors are Meredith Moore, Asheville; Leroy Overcash, China Grove; Julian Beall, Charlotte; Raymer Sale, Winston-Salem; Ralph Lassen, Sanford; Charles A. Roach, Durham; and Leon B. Harrell, Wilmington.—James A. Barnes



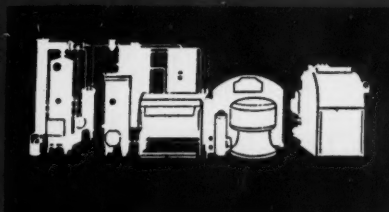
Route panel, left to right: E. W. Pearce, C. A. Roach, R. E. Kizer, Jack Bennett, Jr., Paul Wilson, H. M. Taylor, Jr., C. W. Wray, Henry Lane

STEP UP...



to the profits of a **HOFFMAN** 140-F Plant Operation

Before you invest in the capacity of your existing equipment, consider how economically you can step up production with Hoffman 140-F Units. Sketch (above) shows plant that doubled capacity with Model M-3 Unit, with all other equipment unchanged. Lower costs per pound, thanks to solvent petroleum solvent economy.



Your Hoffman Representative is ready with the facts for your location. Write Now!



TOPS IN VALUE ... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

Engineering Section

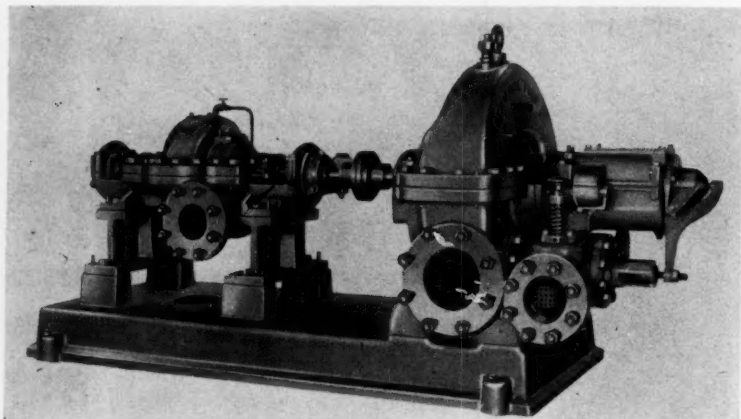


Fig. 1. Single-stage turbine of type suitable for laundry use (unit at left) is shown hooked up to a pump

Are Laundries Missing a Bet In the Steam Turbine?

By JOSEPH C. McCABE

Engineering Editor

RECENT SURVEYS^{1,2} emphasize the fact that fewer laundries generate their own power today than in 1930. By class, those handling a sales volume of \$1,000 a week or less purchase all their power. And on the opposite end of the scale, 92.3 percent of the \$20,000 weekly volume giants generate all or a part of their power needs. In between, the percentage tends to increase as sales volume increases.

When you stop and consider what's been going on in the laundry industry and what's happening right now in the public utility field, you can see where the downward trend may conceivably stop or turn back completely. And if more laundries do start generating more of their power, one of the biggest reasons will be the steam turbine.

But first, what are the chances of a change in trend? Remember that the steam turbine's competition in the laundry is that rugged oldtimer, the steam engine. It first entered the laundry to supply power for drive shafts and belting. When electric motors became mass produced the laundryowner coupled his steam engine

The subject of generated vs. purchased power is highly controversial. If reader interest warrants, Mr. McCabe will be happy to obtain comments on the subject from several of the leading consulting engineers in the field, to be published in a forthcoming issue. These comments would include expert opinion on how seriously laundries should consider generating their own power, forecasts on possible utility rate increases, and other aspects of the problem which readers may care to suggest.

Let us hear from you.

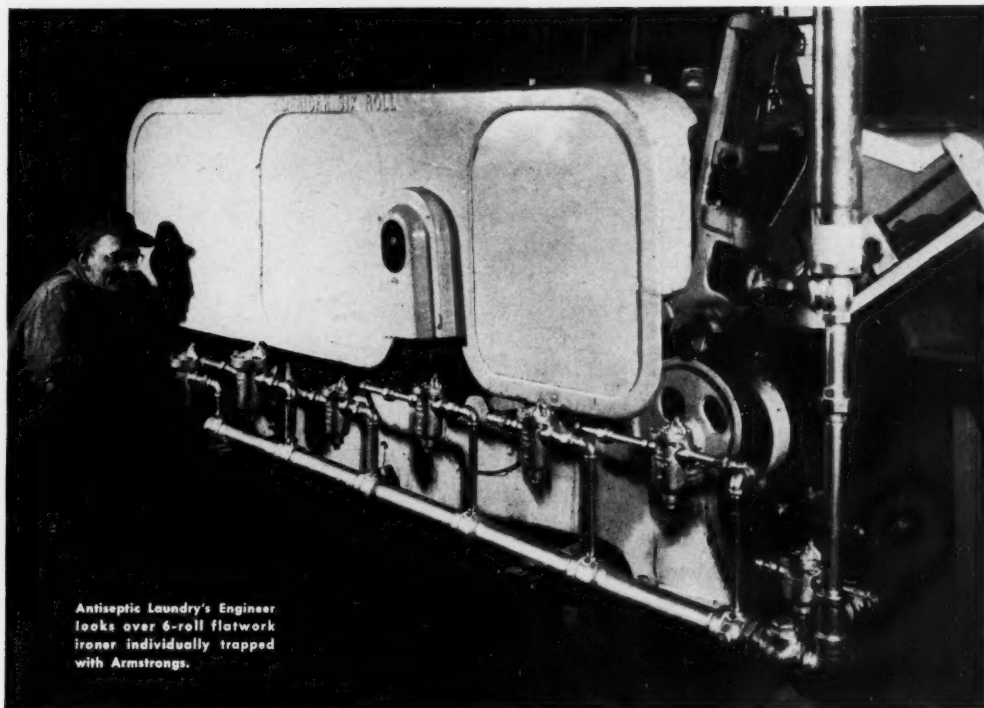
—The Editor

to a generator and made electric energy for his new motor load.

About that same time the turbine got into the public utility power plants. It could take steam up to any practical pressure and temperature and helped drop the costs of purchased power to the laundry. These costs got so low by the late 1930's that many a plantowner shut down his engine. Today, though, the public utility industry is in need of higher power rates and is

¹ Special Report No. 161, American Institute of Laundering, January, 1948.

² Starchroom Laundry Journal, March 1945.



Antiseptic Laundry's Engineer looks over 6-roll flatwork ironer individually trapped with Armstrongs.

IRONER PRODUCTION UP 25% WITH ARMSTRONG UNIT TRAPPING

95% less trouble, 95% less maintenance
says Antiseptic Laundry, Chicago, of Armstrong Traps

"WE'VE STANDARDIZED ON ARMSTRONGS" says A. F. B. Klein, operator of the Antiseptic Laundry, Chicago. "This is why: First, we individually trapped one of our six roll ironers with Armstrongs, a No. 812 on each of the first two chests, a No. 811 on each of the last four chests and a No. 800 on the supply header. We checked results:—a neat 25% increase in production, pillowcases and sheets came through faster, dry in one pass where before they often had to be passed through a second time. Since standardizing, the maintenance picture improved, too. Armstrongs have given me 95% less trouble, required 95% less maintenance than traps of other makes."

Mr. Klein likes Armstrong Unit Trapping because he now gets *all* the capacity that was built into his machines due to Armstrongs' ability to remove air and condensate as fast as it forms. On maintenance, credit this fact: mechanisms in Armstrong Traps for laundry service are identical in design, material and workmanship to those used in power plant service at 1500 lbs. pressure and 900°F! Your nearby Armstrong Representative can advise and supply you. Give him a call, today.

Armstrong Machine Works, 832 Maple St., Three Rivers, Michigan



ARMSTRONG UNIT TRAPPING

This means installing an individual Armstrong Steam Trap on each steam-consuming unit, including each separate chamber, chest, or cylinder of every machine. Only then can you achieve the machine's maximum work output.

TRAPPING FOR PROFIT

This bulletin describes in detail correct trapping operations on ironers, presses, tumblers, etc. It explains Armstrong Unit Trapping; how it works, why it's better; gives complete recommendations on sizes of Armstrongs to use for most makes of laundry equipment. Ask for your free copy of Bulletin 1931.



ARMSTRONG STEAM TRAPS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Place your order **today** for the Whitlock-Branson Vacuum Still! We are prepared to give you immediate delivery of this easy-to-install, easy-to-operate solvent reclaiming system.

Hundreds of drycleaning establishments are proving daily what a money-maker it is. The Whitlock-Branson Still produces a solvent totally free from soaps, oils, greases, odors . . . helps you get top output for every gallon of solvent.

The Still comes to you as a complete "package," including twin condensing units, separator, and vacuum pump. Installation costs are minimized by the design of this packaged unit. Simply tie in solvent, steam, and condensate lines and the system is ready to go to work for you. **WRITE TODAY FOR BULLETIN 70.**

**THE
WHITLOCK
MANUFACTURING
CO.**

**90 SOUTH STREET
HARTFORD 10, CONN.**
NEW YORK • BOSTON • CHICAGO
PHILADELPHIA • DETROIT • RICHMOND
Authorized Representatives in Other
Principal Cities

IN CANADA: DARLING BROTHERS, LTD., MONTREAL

out to get them. The low point, somewhere around 1948, ran 2.6 cents per kw. hr. to the laundryowner on a national average.¹ Today it's probably a little higher and is likely to be higher still tomorrow. So the stage is set for a possible change in trend.

Suppose you want to look into means of generating your own power? The available equipment includes the reliable steam engine, the steam turbine, the diesel engine and for completeness' sake, the gas engine. For the usual laundry the choice lies between the turbine and the steam engine.

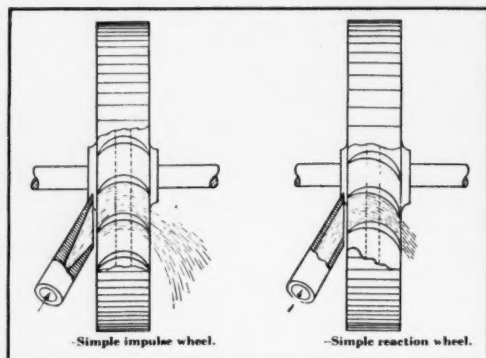


Fig. 2. Turbine blades are of many types and shapes

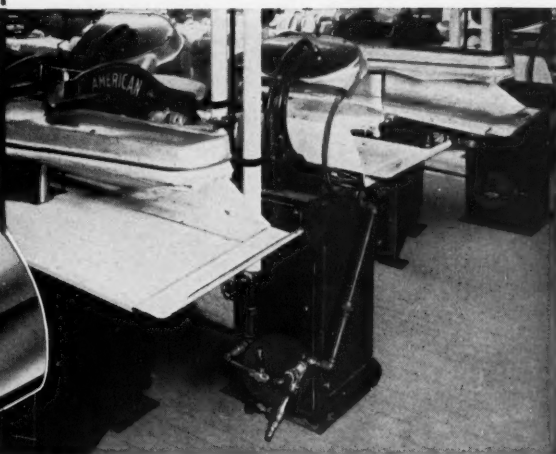
The steam engine in larger plants can still pay its way. It takes anywhere from 13 to 22 pounds of steam to make a kilowatt of electric energy, but the exhaust steam can be used for hot water heating, although it's often contaminated with oil. What's more, the steam engine can use saturated steam right out of the boiler. Actually, some superheat is good. You save about one percent of steam for every 10 to 15 degrees of superheat. The biggest drawback to the use of superheat with steam engines in the old days was lubrication, but that's been pretty largely licked today.

The steam turbine, on the other hand, gives best results with high pressure and high superheat. If you led saturated steam to a turbine (definitely not good practice) and wasted exhaust to the atmosphere you'd need anywhere from 28 to 60 pounds for every kilowatt generated. But if you superheat, say 100 degrees, steam rate drops appreciably and goes down further as the superheat temperature rises.

The steam turbine lends itself readily to most power plants. Its exhaust steam is free of any contaminating oil, so it can be used directly in process or routed to heating water. Further, the turbine itself is much lighter, that is, smaller in size than a steam engine for the same power output, so first costs are way down.

The ideal way to fit a steam turbine into a laundry power plant would be to pass about 50 percent of the total generated steam right through the turbine and pipe the exhaust directly to the water heating or building heating system. When you realize the way the average commercial laundry uses steam, this idea isn't so bad. For example the average annual commercial laundry steam use breaks up as follows: 50 percent for water heating (in a plant with no heat reclaimers), 33 percent for high pressure process, five percent for

¹ Special Report No. 161, American Institute of Laundering, January, 1948.



25 MINUTES SAVED FOR PRESSING BUSINESS

It used to take 30 minutes to warm up the presses in a big Philadelphia tailoring plant. Now it takes 5.

What happened? They replaced old-style steam traps with Yarway Impulse Traps—and **gained 25 extra minutes a day for productive operation.**

That's pretty typical where Yarway Steam Traps are on the job. Whether it's a tailoring plant, laundry, cleaning establishment or other plant where steam is used, Yarways are designed to send the most premium B.T.U.'s at top temperature into your process or product. **They get equipment hotter, sooner . . . and keep it hot.**

When you add to this the other Yarway features—small size, only one moving part, easy installation, low maintenance, dependable operation, low cost—you have the reasons why over 750,000 Yarway Impulse Steam Traps have been already installed.

One of 216 Yarway trap and strainer distributors is located near you. See him for your Yarways today.

YARNALL-WARING COMPANY
129 Mermaid Avenue, Philadelphia 18, Pa.

NEW TRAP BOOK

Twenty-four pages of the latest information on steam traps and trap applications. Your copy is free. Write today.



the steam trap designed with more production in mind

YES, YOU'D YELL FOR THE COPS!

if you found thieves stealing oil from your tank or coal from your bins



YET, you have such "thieves" working in your plant every hour, every day

AND ABOUT THAT YOU DO NOTHING!

Bready Heat Reclamation, Hot Water Heating—with fast, positive delivery to wheels, combined with Bready Engineering, stop hidden losses and unseen thieves, and convert them into profits.

Bready HEAT RECLAMATION AND HOT WATER HEATING STRIKE RIGHT AT THE HEART OF SUCH PROBLEMS

It gives you all these economies and efficiencies:

- ★ Heat recovery up to 40% of your fuel bill
- ★ Boiler load reduction in direct proportion
- ★ Uniformly constant hot water supply

In addition Bready engineers find, point out, recommend and supervise correction of other costs or wasteful operations that result in reduced expenditures for:

- ★ Added washwheels and hot water heaters
- ★ Additional or enlarged boiler
- ★ Repiping and washroom alterations
- ★ Added water softening capacity
- ★ Building expansion

YOU WILL BE MAKING A BIG START IN THE RIGHT DIRECTION BY FINDING OUT WHAT THIS COMBINATION CAN DO FOR YOU



BREADY ENGINEERING CORPORATION
3103 N. 27th St., Milwaukee 11, Wisconsin

Investigate today!

LEFFEL



Heat
Reliable
Compact

Thrifty
Safe
Versatile

SCOTCH TYPE BOILERS

Leffel offers you the exact boiler to suit your laundry plant need. Available in conservative ratings of 6 through 250 actual horsepower, Leffel boilers are built to take substantial overloads. And the savings on fuel will amaze you. COAL, GAS or OIL fired; easy to convert from one type of fuel to another. Before you buy a boiler, it will pay you to get the facts on the line of Leffel Scotch Type Boilers.

Write for descriptive catalog.

The James Leffel & Co.

(established 1862)

Dept. S

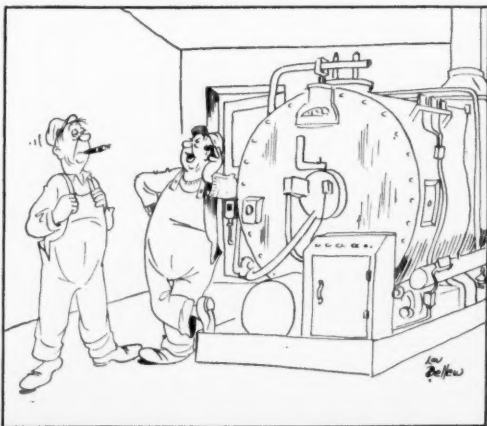
Springfield, Ohio

space heating, eight percent for boiler auxiliaries (boiler blowdown, oil preheaters, etc.), and four percent miscellaneous and losses.

For a laundry of 150 boiler horsepower (roughly \$3,800 to \$5,000 weekly volume²), this would represent about 2,600 pounds of steam per hour passing through the turbine. If it entered at 100 psig. and exhausted at 15 to heating process water, you could generate about 50 kw. hr. and have an overall efficiency of about 70 percent of the heat energy in the fuel you're burning. The higher the pressure difference between steam to the turbine and to exhaust means the more kw. hr. you can generate per pound of steam. The only drawback, if you want to call it that, is a need for superheat. Special provisions have to be made in the boiler to give this superheat. Otherwise so much of the saturated steam will have become water passing through the turbine that the turbine blades will be badly damaged.

If a 150-hp., 100-psig. boiler supplies 2,600 pounds per hour direct to a turbine hooked up to the water heating system, 1,750 pounds per hour direct to high pressure process, and the rest to miscellaneous needs, the fraction of heat from the 2,600 pounds per hour used for generating kilowatts runs around 10-15 per-

² Starchroom Laundry Journal, March 1945.



"So J. B. just made you drycleaning foreman! No more maintenance for you, eh? Fine! Except we don't have a drycleaning department."



Break that bottle neck!

IT'S an easy matter to break the bottle neck caused by lack of soft water. You can have all the soft water you need for laundry washing and rinsing, for boiler feed, cleaning, and all those other services where hard water and scale formation cause trouble. There are two ways to do it: (1) If you are putting up with hard water, or if your present water softener has served its time, get an Elgin water softener of "Double-Check" design. It will deliver as much as 44% more soft water than conventional softeners of equal size, as illustrated in the diagrams. (2) If your present water softener is still in good condition, but is not giving you the soft water you need, we can increase its zeolite softening capacity as much as 44% by means of the ingenious "Double-Check" manifold arrange-

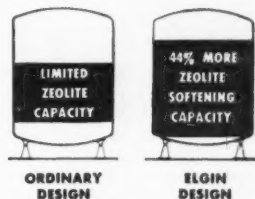
ment. And by refilling it with new Elgin high capacity zeolite we can further increase its soft water output 3 to 10 times.

Whether you break that bottleneck with the improved Elgin Water Softener or by reconditioning your present softener the Elgin way, you'll get all the soft water you need for every requirement. The cost will be repaid quickly through reduced soap and laundry supplies, better laundering, more efficient operation and longer life from boilers and heaters, reduced piping maintenance, easier cleaning and happier personnel. This has been proved by thousands of installations.

Our nearest district engineer will be glad to give you complete details. Or write for our bulletin which gives all the facts.

Here's how it's done

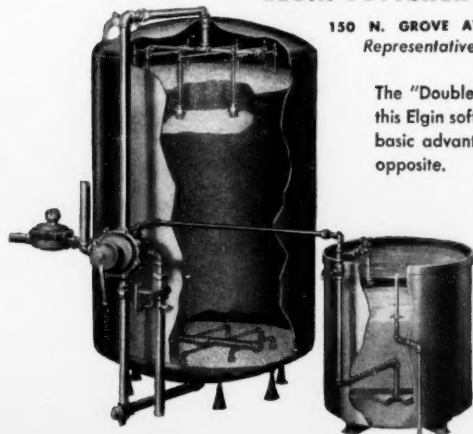
By preventing zeolite loss, the Elgin "Double-Check" water softener manifold arrangement permits the use of a deeper zeolite bed and utilizes the zeolite more efficiently. Net result is up to 44% more soft water per regeneration.



ELGIN SOFTENER CORPORATION

150 N. GROVE AVENUE, ELGIN, ILLINOIS
Representatives in Principal Cities

The "Double-Check" design of this Elgin softener gives you the basic advantages diagrammed opposite.



GET THE FACTS
WRITE FOR
BULLETIN 609



REVOLUTIONARY

THE JOHNSON High Temperature BOILER FEED SYSTEM

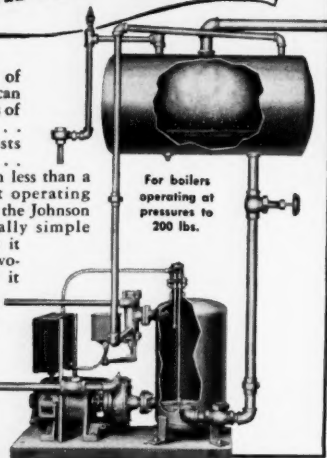
Imagine a system of boiler feeding that can achieve fuel savings of 20% and more . . . slash pumping costs as much as 60% . . . save its own cost in less than a year! That's what operating records show about the Johnson System. It's basically simple and sound in how it works, yet truly revolutionary in what it accomplishes. Engineered and serviced by a nationwide organization.

Don't fail to write for the facts. Better yet, let us survey your needs without obligation.



The Johnson Corporation

855 Wood St., Three Rivers, Mich.



For boilers operating at pressures to 200 lbs.

cent. This is, roughly, 260 pounds of steam per hour. The balance, 85-90 percent, at 250° F. goes into heating water.

This 150-hp. boiler plant, if average, will have about 50 to 60 hp. of electric motors and will burn up about 4,500 kw. hr. a month (900 of which will be for lighting). The average purchased power bill would run 4,500 x 2.6 cents per kw. hr. or \$117.00.

Contrast this with the cost of 260 pounds of steam

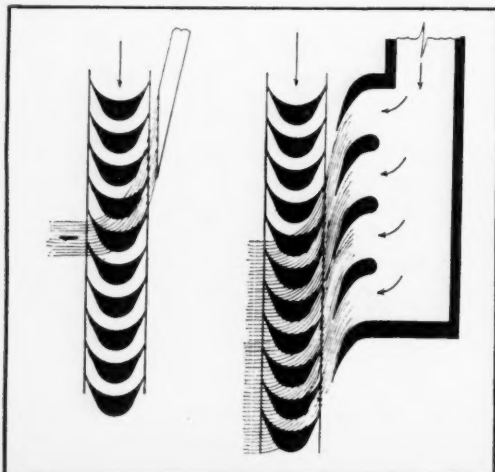


Fig. 3. Admission jets are often spaced around the entire wheel

ACCESSIBLE! That's the AMESTEAM GENERATOR

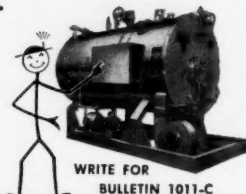
From Every Angle

Eye-Level Controls . . .

Protected from Dirt, Water and Accidental Damage . . .

And Look at the Space Underneath Shell, too!

EVERYTHING'S Easy-To-Get-At!



WRITE FOR BULLETIN 1011-C

AMES IRON WORKS

BOX O-4

OSWEGO, N. Y.

10 to 500 h.p.
15" to 200" w.p.
OIL or GAS

(10 percent of the 2,600 pounds per hour passing through the turbine) x eight hours a day x five days per week x 4 1/2 weeks per month, or 45,066 pounds of steam per month. This amount of steam represents about 400 gallons of fuel oil at 80 percent boiler efficiency. With fuel oil at about 11 cents a gallon, the 4,500 kw. hr. generated by a turbine exhausting to process would run close to one cent a kw. hr. for fuel alone.

When you add to this a generous one cent per kw. hr. for overhead, labor and amortization of the turbine-generator combination, making your own power in a 150-bhp. plant costs you around two cents per kw. hr. As power company charges to you climb, remember this rough comparison. It may pay you to get down to fine points on your own plant setup.

Let's look now at the kind of turbine you'd be most likely to use. As we describe it you'll see why it works best at high speeds. For that reason it might pay to investigate high speed generators (3,600 rpm.). If you're at all familiar with the steam engine you'll find the turbine a marvel of simplicity.

How turbines work

About the simplest of all man-made devices that use a turbine action is the windmill. Here the air hits the windmill blades, pushes against them and starts the windmill spinning. As the windmill picks up speed it uses more of the force of the wind because the blades come into contact with the wind more often. But unless the wind is hitting the blade its force is wasted.

In the steam turbine there are many more blades, Fig. 2, and their shapes are different so that all possible force can be taken out of the steam. In addi-

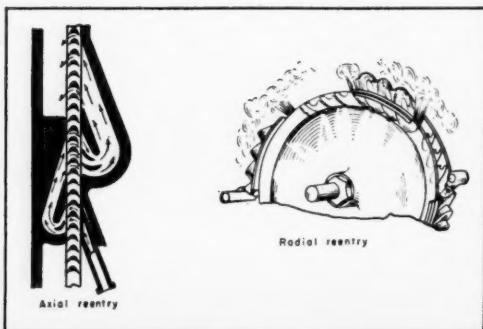


Fig. 4. Two designs of steam re-entry blades

tion, there's more than one steam jet blowing against the blades, Fig. 3. You can bring these admission jets or nozzles right around the wheel.

In the average single-stage turbine, Fig. 1, that you might find driving a small generator or a pump, you'll find they space the admission nozzles around the wheel. Then they let the steam spin around and re-enter several blades in the radial re-entry design, or criss cross back and forth in the axial system of re-entry, Fig. 4. Both systems are designed to remove as much of the energy from the steam as possible, yet leave it with enough so it will blow out of the turbine exhaust. The result is a very fast-spinning wheel. By connecting its shaft to a generator, or other machine you can convert energy in steam to do useful work.

This single stage turbine is, in general, a fairly rugged, reliable performer and one that fits well into the normal boiler or power plant. ●

Cincinnati Plantowners Visit A.I.L.

The Laundryowners Association of Greater Cincinnati, following a trend established in 1950, became the first industry group to hold meetings at the headquarters of the American Institute of Laundering this year.

For two days, February 21-22, 14 members of the Cincinnati group held sessions with Institute staff personnel studying pertinent managerial problems confronting laundryowners today.



Members of the Laundryowners Association of Greater Cincinnati, pictured with staff personnel of AIL, bottom row, left to right: Henry W. Marks, Model Laundry; George Roerig, Model Laundry; Jack Harlam, New Way Linen Company; Eugene Riley, Model Laundry, and Kenneth Faig, Walnut Hills Laundry Company. Second row: Charles Cassala, Model Laundry; Charles Bramen, Model Laundry; Harry R. Hoerr, Model Laundry; William Hoerr, Model Laundry, and William Ziegler, Ziegler Towel Company. Third row: E. George Emmich, Model Laundry; Charles Hoerr, Model Laundry; William Noth, Excelsior Laundry Company, Cecil H. Lanham, AIL; and W. B. Shaffer, secretary, Laundry Association of Greater Cincinnati. Fourth row: George Isaacson, William Mercer, Ward A. Gill, George H. Johnson, Albert Johnson, and A. L. Christensen, all of AIL staff.

For many of the visitors, the trip proved their first opportunity to inspect operations of the industry's own plant—AIL's newly modernized laundry department.

Other groups who have made pilgrimages to AIL during the past two years have been the Massachusetts Laundryowners' Association, Pennsylvania Laundryowners Association, Wisconsin Institute of Laundering, Laundry and Cleaners Association of Little Rock, Arkansas, and the Georgia Laundry and Cleaners Association.

AIL urges other state and local associations to take advantage of this opportunity for an AIL visit. Arrangements for such tours may be made by writing the AIL Membership Service Department, Joliet, Illinois.

LAUNDRY PROFITS SLIPPING?

ARE HIGHER COSTS, TOGETHER WITH THE MANY COMPETITIVE FACTORS, REDUCING YOUR PROFITS?

Why not do as thousands of laundry owners have done, get the tremendous savings obtainable from a **p-k** hot waste water recovery system.

Laundries throughout the country are saving up to \$10,000.00 per year in fuel bills alone. In turn they have been able to increase production and the efficiency of their existing steam heated equipment, without additional boiler capacity.

Since 1880, **p-k** has been fabricating hot water heaters, waste water heat reclaimers, and condensate coolers for the laundry industry. Today, **WITHOUT OBLIGATION**, we offer you our engineering experience to survey your plant and recommend the most suitable hot water equipment for you.

So drop us a card today. We will send you complete information on how you can increase your laundry profits. Write today.

James J. Coleman

James J. Coleman
Chief Engineer, Laundry Division

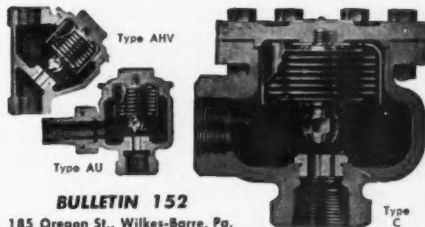
THE PATTERSON-KELLEY COMPANY, INC.
47 WARREN STREET, EAST STROUDSBURG, PENNA.

Ⓜ 1102

NICHOLSON STEAM TRAPS

DOUBLE CAPACITY OF THESE DRYERS

That the higher, steadier heat effected by Nicholson thermostatic traps makes them ideal for drying operations was again demonstrated by a large textile mill. Replacing mechanical traps on 20 drying cans, Nicholson doubled their capacity, although operating on 16 lbs. pressure against 20 previously. 5 types for every use; size 1/4" to 2"; press. to 225 lbs. See why Nicholson's remarkably faster heat transfer is enabling many plants to save substantially in heat-up time of ironers, presses, dryers and water heaters.



BULLETIN 152
185 Oregon St., Wilkes-Barre, Pa.

W. H. NICHOLSON & CO.
TRAPS · VALVES · FLOATS

NEW PRODUCTS and LITERATURE

Clothes Cart



An all-purpose clothes cart for laundries, drycleaners, etc., has been made available by the White Machine Co., 104 Livingston St., Newark 3, N. J. It eliminates bending into deep baskets, as garments are readily accessible and visible. The firm states that the unique design affords twice the handling capacity of most existing carts, handling up to 350 pounds. Platform is adjustable to three handy levels: 18, 23, and 27 inches.

Water Hardness Tests

Dr. Gerold Schwarzenbach, noted Swiss scientist, has been granted U. S. patents covering new water-hardness tests that have gained widespread use in the past two years in this country.

Hagan Corporation, Pittsburgh Pa., combustion and chemical engineering firm, and its affiliated companies, are licensed under these patents.

Dr. Schwarzenbach's method for total hardness determination is said to be rapid, simple, and accurate within one part per million, a considerable improvement over the century-old "soap-shaking" method.

Hagan stated that its affiliate, Hall Laboratories, Inc., has worked out modified procedures, reagents and equipment which make the basic Schwarzenbach methods convenient for field use.

Information is available from

Hagan Corporation and its associates, Calgon, Inc., and The Buromin Company, 323 Fourth Avenue, Pittsburgh 22, Pa.

Mothproofing Promotion



To call attention to the moth protection service performed by laundries, a promotion campaign has been undertaken by the Pennsylvania Salt Manufacturing Company.

The campaign centers around Erusticide, a Pennsalt laundry sour, which combines moth protection along with its neutralizing value. Pennsalt says that the product has been used successfully as a moth-protection product for the past 15 years.

Highlight of the campaign is a pocket-size, live moth exhibit which contains two pieces of wool in a glass-covered case, one piece treated with Erusticide and the other untreated. Also enclosed within are a number of carpet beetle larvae, which are very harmful to woolen goods.

To encourage laundries to participate actively in the program, Pennsalt is furnishing a moth treatment campaign kit to interested plants. The kit describes a complete promotion and includes publicity releases, sales talks for routemen, background information on moth protection, suggestions for successful sales meetings and advertising plans. Live moth exhibits, counter

displays and newspaper mats are available. The live moth exhibit is small enough to be carried by the routeman.

New Stainless Steels

A new group of stainless steels has been introduced commercially to help circumvent the critical nickel shortage, according to the 1951 annual report of Allegheny Ludlum Steel Corporation. The new alloys, which use manganese to replace all or most of the nickel used in conventional chromium-nickel stainless steels, represented most of the product achievements of the company during 1951.

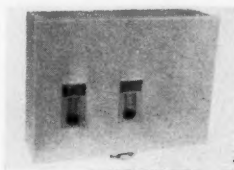
Chromium-manganese alloys, some containing no nickel and some with only minor additions of that element, have been introduced as suitable alternates for specific applications previously filled by the 18-8 stainless steels, the report said. These chromium-manganese steels have been known for many years, but it was not until 1951 that processing and fabricating techniques were developed which permitted their production in substantial quantities by the company.

to its original loading position and is ready to take a new shirt. It is designed to fold shirts with or without cardboard and to adjust to all folding practices.

The table is adaptable to present two, three and four-girl shirt units, and can also be arranged to fold for a group of units. It requires a very small amount of floor space and has been thoroughly field tested. Units will be ready for delivery during the latter part of the spring.

Additional information is available from Unipress Company, 2800 Lyndale Avenue South, Minneapolis, Minn.

Laundry Controller



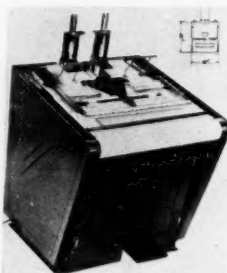
A new controller to provide automatic reversing of laundry tumbler driving motors is available from Westinghouse Electric Corporation.

The laundry controller is built in a NEMA Type 1A semi-dust tight enclosure, and is available in NEMA size 1, handling up to 5 hp. at 208-220 volts, 3-phase and 7½ hp. at 440 volts, 3-phase.

The unit consists of a standard reversing Life-Linestarter, a timing relay, braking relay, and a 5-point terminal block in a common enclosure. The timing relay is set to provide three reversals per minute in a cycle of 17 seconds in each direction, with intervening off periods of two seconds. The braking relay automatically controls the magnetic brake on the tumbler motor to stop the motor quickly between reversals.

For further information write Westinghouse Electric Corporation, Box 2099, Pittsburgh 30, Pa.

Automatic Folding Table



The new Unipress automatic folding table folds, bands, and stacks shirts automatically. The manufacturer claims that the folder operates with extreme simplicity and positive automatic mechanical controls.

Any shirt can be placed on the folding table, whether with standard or French cuffs, the maker states. When the shirt is in position, a button is pressed and the operator is immediately released to go about other work in the shirt unit. The folding table carefully and neatly folds, bands, and stacks the shirt in a receiving basket or places it on a conveyor line automatically. Then it returns

Lubrication System

The Oil-Rite Corporation, 2334 Waldo Blvd., Manitowish, Wis., announces a new Electro-Oiling system which is said to be ideal for applications such as laundries when points to be oiled are sometimes far apart.

A single-line, gravity system, entirely automatic, it consists of a central reservoir with a

IT'S MORE EFFICIENT!

IT'S MORE ECONOMICAL!

IT LAUNDERS LONGER!



Speeds up pinning

Actual Size, Open Mesh

It's the NEW Callaway Knitted Nylon Callanet!

IT'S THE ANSWER to laundry net headaches!

It's *The* Nylon net you've been hoping for. *Open mesh insures speedier pinning*—just what you've been asking for, waiting for—*now it's here!*

Contact your Callaway Representative for further details of CALLANET—the laundry net that's made the way you'd make one for yourself if you could.



Callaway Mills INC.

SALES SOLICITORS

New York 16, 295 Fifth Avenue

Boston 11, 38 Chauncy Street • Chicago 54, Merchandise Mart
Detroit 1, Francis Palms Building • Atlanta 3, Candler Building

West Coast Representative:

Ballinger & Co., San Francisco • Los Angeles • Seattle

PROFIT BY THESE SUPER CALLANET FEATURES!

1. Streamlined, lightning-fast pinning.
2. Day-light mesh that won't "fog up"—lintless.
3. Free passing of insolubles.
4. Suction action—cleaner, whiter loads.
5. Wider opening—easier loading.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Long lasting—dollar saving.
11. Made by pioneers in net manufacturing.

FOR SIMPLE, LOW COST, TROUBLE FREE, THE NEW CUMMINGS-LANDAU ALL-PURPOSE WASHER



Over 25 years of engineering and operating experience help us produce this modern, low-cost machine for your plant.

- **Simple design**—no complicated mechanisms—no standard motor parts.
- **All welded heavy gauge cylinder** in one size or tandem of sections.
- **Cylinders have solid metal** to maintain seal tight.
- **No wear**—no rubbing of steel plates.
- **Construction with** reflecting steel MP to length and double and triple.
- **Heavy gauge shell** drums are welded to heavy permanent, eliminating leakage.
- **Shell thickness** will work with.
- **Simple design**—no complicated mechanisms—no standard motor parts.
- **All welded heavy gauge cylinder** in one size or tandem of sections.
- **Cylinders have solid metal** to maintain seal tight.
- **No wear**—no rubbing of steel plates.
- **Construction with** reflecting steel MP to length and double and triple.
- **Heavy gauge shell** drums are welded to heavy permanent, eliminating leakage.
- **Shell thickness** will work with.

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., Inc.
305-17 Ten Eyck Street, Brooklyn 6, N. Y. Over a Quarter Century of Laundry Machinery Know-How

solenoid operated shut-off valve, and a number of individual valves mounted directly into the bearings. Copper tubing connects reservoir and valves. The system is simple and its cost is low, Oil-Rite states.

Stain Remover



The Buckeye General Formula has been created as a safe spotting medium for the removal of obstinate stains, according to John R. Young, sales manager, Davies-Young Soap Company. It will remove such varied stains as ink, grass, leather, carbon, shoe polish, meat sauce, and many others, it is stated.

The stained area is first wet with water. General Formula is applied cold and the stain tamped out on the spotting board. The area is then flushed with water or wet steam. Full directions for General Formula's use are printed in the new and complete Buckeye Spot and Stain Removal Chart. Condensed directions are printed on each bottle.

Nylon Net Identification System

Tingue, Brown & Co. are producing a colored identification system in nylon nets. It is intended primarily for use by family laundries to attract new business from self-service plants and call-offices. The principles employed in the Tingue, Brown construction are different than anything previously used and will not conflict with established systems.

Maintenance Data

A newly-revised edition of the Oakite Plant Maintenance Digest, reviewing materials and methods for performing 54 industrial maintenance cleaning and related tasks, has been an-

nounced by Oakite Products, Inc., New York, manufacturers of industrial cleaning and allied materials.

After first stressing the importance of careful selection of the correct material for each operation—as well as determining the most efficient method of application—the Digest goes on to recommend specific materials and methods for each of the jobs discussed. The helpful job data provided is based on the successful experience of leading plants using the materials and procedures described.

Among the many operations covered in detail by the Digest are the following: air conditioning equipment maintenance; cleaning-descaling heat exchangers; cleaning lathes, drill presses, machine tools; electrical department cleaning; reconditioning gas welding and flame cutting tips; cleaning and stripping motor housings; cleaning conveyor belts; filter cleaning; floor maintenance; oil, grease and dirt removal from large equipment; derusting metal parts; preventing rust in hydraulic systems; stripping paint from metal; paint spray booth maintenance; steam-detergent cleaning; cleaning-descaling water cooled transformers; cleaning unit

heaters; cleaning painted walls, woodwork; and many other jobs commonly encountered in connection with plant and equipment cleaning and related tasks.

Readers desiring free copies should address Oakite Products, Inc., 122B Rector St., New York 6, N. Y.

Digester Tank



First deliveries of Takamine's "Rite-Temp" Radiant-Heated Digester Tank are now being made, according to Martin P. Guina, sales manager.

The tank is designed to maintain the digesting bath at the right temperature of 110° F., by using a low-watt heating

element that cannot overheat and cause damage to garments. The exclusive heating principle is said to eliminate the need for thermostatic controls and large, expensive heating elements, the maker states.

"Rite-Temp" operates on less current than a 40-watt bulb and requires little working space. Although it has a full six-gallon capacity, it is easily portable. Featuring a replaceable inner tank, it is constructed of heavy duty, porcelainized metals.

"Rite-Temp" digester tanks will speed and insure thorough stain removal while eliminating digester waste, states Mr. Guina. Additional information and literature may be obtained from Takamine Laboratory, Inc., Clifton, N. J.

Dresinate Booklet

A new technical booklet describing properties and a variety of applications for "Dresinate," a series of sodium and potassium salts of rosins and resins, is now available from Hercules Powder Company, Wilmington, Del.

The booklet gives a description of the grades and proper-

ties of dry, liquid, and paste Dresinate. Also included are two sections on the use of the product for emulsifying soluble oils and for extra-action alkaline cleaning compounds.

Among other suggested applications for "Dresinate," are as an emulsifier in soaps and detergents, household cleaners, and industrial cleaners.

Chemical Feed Packaged Unit

A new chemical feed packaged unit which delivers liquids in desired amounts under pressure has been announced by The Bird-Archer Company. This unit is said to be ideally suited for feeding boiler water treatment as well as delivering chemicals and other fluids for processing.

This self-contained, extra heavy unit offers high pressure controlled feed at low cost, Bird-Archer states. The chemical reservoir tank is of sturdy welded steel construction, available in 50 or 100-gallon capacity. The chemical proportioning pump can be designed for various rates of feed at different pressures. A specially designed motor-driven agitator

assures completely mixed fluids. A stainless steel strainer is provided between the suction side of the pump and the tank. The pump is mounted below the tank to minimize air binding and to maintain a positive suction head.

Bulletin 52 giving complete data is available from The Bird-Archer Company, 4337 N. American St., Philadelphia 40, Pa.

Staple Removal Instructions

A quick and easy way for customers to remove stapled tags from garments is explained on a printing plate which Bostitch is offering free of charge to all drycleaners for their own use.

The plate can be used to make up a printed slip which can be stapled to the garment or to the bag, or the message may be printed right on the bag or delivery slip. Dealers may also use the plate to advantage in their advertising, on cards or blotters.

The plate measures 2½" x 3½". It will be sent free of charge to any drycleaner on request, by writing Bostitch, 537 Mechanic Street, Westerly, R. I.

Literature on Soap Savings

The March issue of *The National Cleaner & Dyer* carried a 6-page advertisement of R. R. Street & Co. Inc., under the title "Combination Washer-Extractors Provide For 43 Times As Much Soap With No Increase In Soap Cost."

In this treatise Street's outlines a method in which a 3% solution of concentrated detergent is used in a continuous cleaning bath, followed by extracting prior to the volatile rinse. By extracting prior to rinsing, only 1½ to 3 gallons of 3% solution remain in 100 pounds of fabrics. Without salvaging the 3% solution through extracting, at least 20 gallons of 3% solution are lost in rinsing 100 pounds of fabrics, even though the fabrics are drained for five full minutes on the board prior to rinsing.

Extracting prior to rinsing in conventional equipment requires 3 transfers of the fabrics: from strong soap washer to extractor, to rinse washer, to extractor. When using modern combination washer-extractors all operations are completed in the same cylinder without transferring the fabrics. Street's claims that this permits the use of 43 times as much soap as

When you need Steam Connectors

REPLACE WITH PRESSTITES

EASILY INSTALLED

There's a Presstite® assembly for every modern laundry and pressing machine—can be installed in a matter of minutes.

... original equipment on
9 out of every 10 new
laundry and
pressing machines

FEWER MAN-HOURS LOST

Presstite is all metal, has no joints, or packing to break or work loose—less maintenance and repair—safer.

STOPS STEAM LOSS

Presstite is made from 100% tight flexible seamless bronze tubing, protected with a braided wire jacket.

ON OLDER STYLE MACHINES—
when swing joints or piping give you trouble—modernize with American Flexible Steamtite® Assemblies.

Ask your laundry supply house for American Presstite and Steamtite connectors.

The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Co., Ltd.

*Reg. U. S. Pat. Off.



AMACONDA
MADE IN U.S.A.

wherever connectors must move... **American** Flexible Metal Hose and Tubing

NOW . . . GET MORE SPORT SHIRT BUSINESS

with *Glenn Anderson*

COLLAR SUPPORTS

Now you can deliver professionally finished sport shirts with **STAND-UP COLLARS** just like brand-new, better grade shirts.

Leading sport shirt manufacturers like McGregor and Marlboro used Glenn Andersons last year, to help send sport shirt sales over business shirts for the first time in history! That's proof enough of patented Glenn Anderson's ability to give your shirts good looking *stand-up* collars. No other collar support gives you the heavy 33 point board and two color finish of Glenn Anderson at such reasonable prices . . . write today for further information.



HOWE PAPER CORPORATION

670 Young St., P.O. Box 109, Tonawanda, N.Y.

used in the fresh-soap-to-each-batch process with no increase in soap cost, and with an actual saving in labor.

Copies of the treatise are available from R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

new model is made with a 55 gallon tank which holds five bushels of dry dirt or 40 gallons of recovered liquid.

For easy handling, the entire unit is mounted on a heavy steel dolly fitted with a hinged handle and three ball-bearing casters. A two-inch, quick-opening gate valve permits the liquid contents of the tank to be easily emptied into a drain or gutter. The 20 foot vacuum hose is made throughout of oil-resistant synthetic rubber, wire reinforced for extra strength. Oil-resistant neoprene rubber is also used for caster tires.

Numerous attachments equip the Hild Vacuum to do a wide variety of jobs. When used to take up dirty scrubbing solutions, it leaves floors clean, dry and slip-safe. Flooded areas are quickly dried with this unit. It is used to recover coolant and to clean coolant sump tanks. There are other special attachments to clean stock bins, overhead pipes and beams, walls, ceilings, machine tools, castings, etc.

The Hild Vacuum picks up either liquid or dry dirt without adjustment or change of parts. There are no preliminaries for the careless or untrained operator to forget or neglect, and no special pre-

cautions are needed to guard against damaging the unit. A separate independent cooling fan keeps the motor running cool.

Complete information may be obtained from Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

Combustion Literature

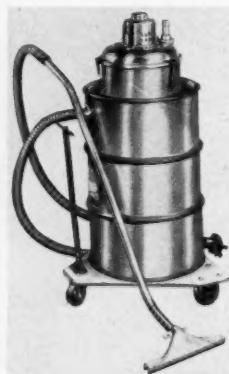
A detailed account of tried-and-proven automatic combustion techniques for oil and gas fired boilers is now available in a 24-page, three-color bulletin, No. 1023, offered by the Bailey Meter Company, 1050 Ivanhoe Road, Cleveland 10, Ohio. Comprehensive illustrations and descriptions include diagrammatics showing nine typical firing methods and 16 major control equipment components. There are also individual facts and figures on 300 installations throughout the U. S., ranging from 6,000 to one million lbs./hr. capacity.

Dye Stripper

Antara Chemicals Division of General Dyestuff Corporation announces commercial availability of Peregal ST, a new and effective stripping agent for vat, sulphur and direct dyeings. The company claims that comparison tests indicate that in many cases the new stripper is ten times as effective as other agents considered excellent until now.

Samples and information can be secured from the company at 435 Hudson St., New York 14, N. Y.

55-Gallon Vacuum



A new "big brother" to the Hild Heavy Duty Portable Vacuum is now available. The

Water Treatment Data Book

A greatly enlarged edition of the popular Permutit Data Book has been prepared by The Permutit Company, New York, N. Y. This practical data book supersedes an earlier volume produced in 1949. Brought up-to-date and completely revised, it presents a compilation of 77 tables, all valuable to the engineer.

The subjects covered, to name a few are: Hydraulics, Impurities in Water, Chemical Conversions, Saturated Steam, Boiler Feedwater Makeup Requirements, Chemicals Used in Water Treatment, Alkalinity Relationships, Specific Gravities, and Chemical Reactions.

This 116-page, leatherette bound volume is available to practicing engineers and those who work with water conditioning problems.

NEWS

from the

ALLIED TRADES

Keever Sales Staff Increases



E. WAYNE REID



FRANK E. SMITH

Included in the recent personnel expansion of The Keever Starch Company are two sales-servicemen.

E. Wayne Reid is located in Kansas City, Mo., and Frank E. Smith in Cincinnati, Ohio. Both men have had long

experience in the laundry industry.

In addition to Satinette and other laundry starches, Keever manufactures wheat paste, industrial and edible starches. General offices, plant and laboratories are in Columbus, Ohio.

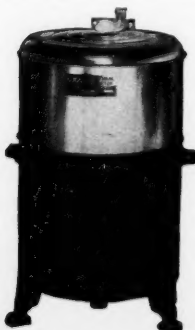
Welsh Promoted By Hall Laboratories

Assuming new, broader responsibilities, John N. Welsh, associate director of Hall Laboratories, Inc., Pittsburgh, Pa., now will handle all service contracts and other business activities of the firm. Hall Laboratories, Inc., are engineering consultants on boiler-water condi-

tioning, process and waste water problems.

Mr. Welsh served as director of engineering service from 1939 to 1950, when he became associate director of Hall Laboratories.

He joined Hall in 1929, after receiving the B.S. degree in



BOCK EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

How to Get WORK CLOTHES CLEANER with Oakite Penetrant

JUST add a small amount of Oakite Penetrant to the break. Watch grease-soaked work clothes—uniforms, overalls, jumpers—come out much cleaner than ever before.

Oakite Penetrant wets out, penetrates, lifts off the bulk of the grease, grime, perspiration, other soils . . . conditions the clothes to speed up the wash, to give you savings like these:

"One half pound of Oakite Penetrant replaces two pounds of caustic, saves one sudsing operation."

"Oakite Penetrant cuts one suds, one hot rinse, one cold rinse from our work clothes cycle."

"Penetrant cuts time by 20% and costs by 10% washing wiping rags."

TRY IT YOURSELF. Just ask your local Oakite Technical Service Representative for wheel-side demonstration. Or write for free booklet "Facts and Formulas to Help You Turn Out Quality Wash." Oakite Products, Inc., 22B Rector St., N. Y. 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

Be A 3 TIME GAINER

on
working
time...



on
replacement
costs...



on
customer
satisfaction...



ASBESTON

**FOR CHEST-TYPE, FLAT-WORK
IRONER COVERS SAVES TIME AND MONEY**

You gain working time and efficiency with Asbeston. It's woven from asbestos and specially impregnated to give a smooth, long-wearing surface.

So it allows faster operation. It far outlasts old-type covers because it reduces valuable time lost when you must recover rolls.

Because Asbeston is specially treated it doesn't hold steam or get soggy; therefore it helps avoid laundry odors and stains. Its supple, uniform surface gives work such a nice finish.

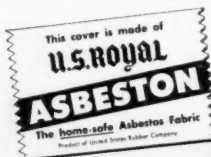
Yes, you gain 3 ways when you let Asbeston do a more efficient job in less time. Asbeston is fabricated and sold by reputable manufacturers.

Write for information to Textile Division

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas, Rockefeller Center, New York 20, N. Y.

**Back of this
label...
a tradition
of quality**



**For Over 25 Years
Wise Laundrymen Have Insisted on**

LONGBOY

★ Finest Cotton Laundry Net Made!

Test Longboy in your plant
—check its longer life and
greater strength by the easy-
to-identify Gold Stripe.

Made by the Makers of
PLASTYLON
Plasticized Nylon Nets

Order from Your Jobber or Write Direct to
CARSON TEXTILE CO., INC.
ONE PORTER ST., PHILA. 48, PA.

chemistry at Carnegie Institute of Technology. In his early work he served as a far-ranging service representative on industrial and boiler water problems, his territory including the United States, Canada, Mexico and the Caribbean area. From 1939 to 1950 Mr. Welsh headed Hall's growing company of service engineers, handled special service problems, and the application of research findings to operations.

Wyandotte Sales Managers Clinic



Front row, left to right: A. J. Bettelheim, New York; Gail Eldridge, Kansas City; P. S. Spencer, San Francisco; Fred H. Tholen, sales manager; C. E. Smith, administrative assistant to Mr. Reeves; Robert L. Reeves, general manager; J. B. Ford Division; Ford Ballantyne, Jr., vice-president; Tom Jones, Atlanta; Tom McCormick, Detroit and Jack Munshaw, Winnipeg.
Second row: G. Millard Whitney, Syracuse; Fred Traxell, Cleveland; Evans Schmelling, Cincinnati; Carl Dover, Minneapolis; Howard Hastedt, Chicago; Collins Hewell, Dallas; M. E. Powers, Boston; W. C. Van-Keuren, Philadelphia; Tom Todd, Los Angeles; Paul Pariseau, Pacific General; Terence Neill, Montreal; L. A. Wagner, Seattle; Robert Tucker, St. Louis and Harry Flister, Pittsburgh.

Highlight of a week's home office conference of Wyandotte Chemicals' 20 district sales managers was the coordination of marketing and promotional plans for introducing new Wyandotte products. Some of these new products will contain Wyandotte Carbosol (CMC) and a Wyandotte Pluronic—Wyandotte Chemicals' newly discovered family of surface active agents. Products containing the Pluronics show cleaning characteristics, speed and efficiency not formerly known in specialized cleaning products for industry, Wyandotte states.

The Wyandotte Pluronics were introduced to the district sales managers by Robert L. Reeves, general manager of the J. B. Ford Division of Wyandotte Chemicals and by Dr. Thomas H. Vaughn, vice-presi-

dent, research and development division of the corporation. President Robert B. Semple announced the full-time assignment of Ford Ballantyne, Jr., a Wyandotte Chemicals vice-president, to the Ford Division activities of the company.

In a separate announcement, Mr. Reeves stated that Fred H. Tholen is now sales manager of the J. B. Ford Division.

Mr. Tholen joined Wyandotte Chemicals in 1929, has served in the advertising, sales and package departments, managed the Seattle office, and for the past two years has been assistant sales manager.

In his new position, Mr. Tholen is responsible for directing more than 200 Wyandotte sales and service supervisors who headquarter in 19 district offices and in 88 North American cities.



PERMA • NET MARKERS for QUICK Identification

Designed for easy handling. Speare markers spin on pin, will not wear out or tear out! Colors Black, Blue, Brown, Green, Orange, Red, White and Yellow for every classification.

Low Cost! 8 Easy-To-Read Colors!

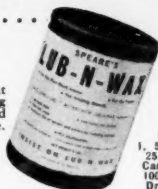
New LUB-N-WAX

New Lub-N-Wax resists caking! Lubricates at high ironer speeds. Ideal for "spot" waxing without stopping ironer. Adds life to aprons and covers. Does not carbonize or build up scale.

ORDER TODAY FROM YOUR JOBBER!

THE SPEARE CO.

2235 S. Ford Ave., Chicago, Ill.



in
1, 5 and
25 lb.
Cartons
100 lb.
Drums

Klopfer Named Vice-President



EDWARD L. KLOPFER

The appointment of Edward L. Klopfer to the new position of vice-president in charge of quality control of Gross Machinery Company, Inc., 179 Halbert St., Buffalo 14, N. Y., has been announced by Edward B. Gross, president. Mr. Klopfer, who will be responsible for both contracting and sub-contracting quality control, joined the Gross organization in 1950 as a sales engineer.

Gross Machinery Co., one of the leading manufacturers of petroleum solvent drycleaning machinery, is currently expanding its facilities, and the creation of this new position is part of this over-all program.

New Diamond Distributor

The Apex Company, 10 West Butler Avenue, Memphis, Tenn., has been appointed a distributor of the complete line of specialized laundry detergents, soaps and blues manufactured by Diamond Alkali Company, Cleveland, Ohio, according to R. B. Perry, manager of Diamond's Memphis branch sales office.

Established in 1935 and headed by Fred C. Goodman, president, Apex has a sales staff of six. The company will handle distribution of Diamond laundry chemicals throughout Mississippi, Eastern Arkansas and Western Tennessee. Complete service stocks of these materials will be maintained at the Apex headquarters.

The appointment of the Apex organization is expected to expedite deliveries of these materials and facilitate customer service.

G. C. Kastner, Diamond technical service representative located at the company's Memphis office at 1381 Heistman Place, will work in close cooperation with Apex sales personnel.

Correction

In the news note titled "Wilson Names Managers" on page 82 of the March issue, the captions under the photos of Jerry DeLorme and Dan Hickey were erroneously transposed.

Tru Color Moves

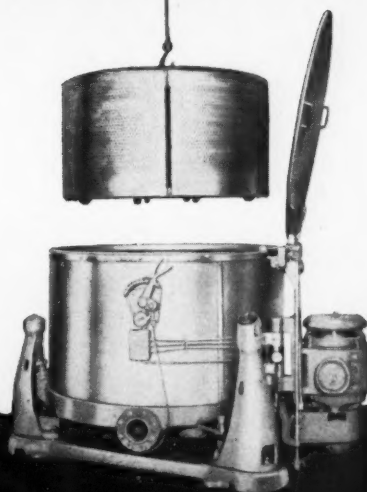
Tru Color Dye Works, wholesale dyers of garments and home furnishings, is now located in its new and larger plant at 205 Sheffield Avenue, Brooklyn 7, New York. All dyework shipments and correspondence should be directed to the new address.

Mathews Named Sales Engineer

The Pellerin Milnor Corporation, 8000 Edinburgh Street, New Orleans, La., has announced the appointment of

No Extraction Time Lost

while you load and unload



Fletcher

**"TWINTAINER"
EXTRACTOR**

The "Twintainer" is proving a great time and labor saver in many laundries. It features twin semi-circular container-trucks, removable for loading and unloading away from the extractor. By using two or more sets of container trucks the extractor can be kept in continuous service with one set being loaded while the other is spinning. In this manner one man with two "Twintainers" can handle the same work as three men with six 48" regular extractors.

Another time-saving feature is the bottom-opening discharge which is both speedy and easy on the contents.

Two sizes are available—50" and 54". Both have 750 rpm speed. Construction details are given in our Bulletin 74. Write for copy.

FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

SUPREME

ONE OF

CLINTON'S

"Petal Smooth"

LAUNDRY STARCHES

NON-CONGEALING

USE HOT OR COLD

GIVES FLEXIBLE FINISH

EASIER IRONING



CLINTON FOODS INC.

CLINTON, IOWA



Instantly Removes Stickiness from Presses & Irons

Leading distributors everywhere stock this famous tested press and iron cleaner. Simply wipe it on—and wipe it off! Order from your distributor today.

Also Use: PB TAGS, AB & NON X L TAGS



BOSTAG

**BOSTON
CLIP & TAG COMPANY**

48 Grove Street, Somerville 44, Mass.

*Fully
Guaranteed*

Ed Mathews, 439 S. Hawkins Avenue, Akron, Ohio, as travelling sales engineer. Mr. Mathews, a laundryowner for 20 years, was formerly sales engineer with another large laundry machinery manufacturer. He will travel the entire United States to promote the sales of Pellerin-Milnor laundry and drycleaning machinery, and will assist in the installation of Milnor washers, extractors and other laundry equipment.

American Honors 30-Year Men



Mr. Knowlton is at foreground, center, with Mr. Allen at left and Mr. Garvey at right. Attending the presentation ceremonies, left to right, are Taylor Stanley, secretary; J. C. Taylor; G. W. Johnson; Wayne Wilson (left eyebrow); R. A. Anthony; C. Parrish; C. M. King; J. F. Aulen; H. W. Knox; W. L. Clawson; J. B. Patzold; C. E. Trotter; R. C. Pauly; E. A. Haney; F. H. Allen; J. J. Dewey, director; T. W. Tieman; M. F. Huebsch, director; and A. F. McAndrews.

In ceremonies held at the executive offices of The American Laundry Machinery Company in Cincinnati on January 9, J. M. Garvey, president, and J. F. Allen, vice-president and treasurer, were honored for having completed 30 years of service with the firm. Acting for E. B. Stanley, chairman of the board, C. O. Knowlton, vice-president and general sales manager presented these men with diamond-studded 30-year service pins.

Mr. Garvey joined the company on January 1, 1922, after attending Princeton University and serving in the Marine

Corps as a Captain in World War I. In 1927 he was appointed assistant manager of the eastern sales division, and two years later was promoted to manager of the eastern division. In 1944, he was elected vice-president and general sales manager of the company. A director of the company since 1946, Mr. Garvey was elected to his present office on May 24, 1950.

Mr. Allen came to American in January, 1922, as auditor. In 1929, he was appointed controller, was elected treasurer and a director in 1938, and vice-president in 1950.

Officers and Directors Announced

New officers and directors of the Los Angeles Soap Company and its sales subsidiary, the White King Soap Company, have been named.

E. M. Finehout is president

of White King, and chairman of the board of directors, and executive vice-president of the Los Angeles Soap Company. Edward Douglass, Jr., is now a director and president and gen-

**Now! OFFER YOUR CUSTOMERS
BEAUTIFUL SPORT SHIRTS**
FOLDED ON A KEY-TAG



Sportright
FOLDING UNIT

With a SPORTRIGHT—quickly, permanently attached to your CollaRight equipped Folding Table—your operators easily and efficiently handle Sport Shirts as they come along the line. SPORTRIGHT flips out of the way instantly for dress shirt finishing. No more unsightly creases on collar tabs and pocket flaps. Sport Shirts folded on a SPORTRIGHT always please your customers, bring you increased business and profits. Ask your Jobber for SPORTRIGHT or write for complete information—today.

\$24.00

The KEY-TAG CHECKING SYSTEM Company
6509 HOUGH AVENUE • CLEVELAND 3, OHIO

eral manager of the Los Angeles firm.

Paul C. Merrill has been elected a director and vice-president of Los Angeles. J. W. Beazley is now vice-president and secretary-treasurer of the Los Angeles concern, and is also secretary-treasurer of White King.

Bernard G. Hiss has been named a Los Angeles director.

Other directors are: Miss Annie M. Forthmann, Andrew K. Forthmann, Thomas A. J. Dockweiler, Victor H. Rossetti, and H. Paul Grimm.

Drew Names Regan

The chemical specialties division of E. F. Drew & Co., Inc., New York, has announced the appointment of James J. Regan as district manager of the Metropolitan New York laundry section.

Mr. Regan will give particular emphasis to conducting route salesmen meetings on "securing new business and holding the old." He is well known in the field of laundry merchandising and has an extensive background in improving washroom techniques.

Troy Appointments



LAWRENCE GILLEN



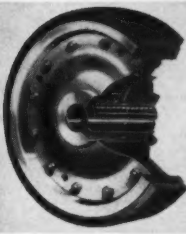
B. C. KOKAKA

Troy Laundry Machinery announces the appointment of Lawrence Gillen as sales representative for Washington and Oregon. Mr. Gillen holds Bachelor of Science and Mechanical Engineering degrees from the University of Washington. After service as laundry officer on an aircraft carrier during World War II, he spent four years with an insurance company as safety engineer specializing in the problems of commercial and institutional laundries and drycleaning plants.

To supplement his extensive general knowledge of the industry, Mr. Gillen has just completed a specialized training course on Troy machinery at the Troy factory in East Moline, Illinois. He will headquarter in Portland, Ore.

Troy also announces the appointment of B. C. (Charlie) Kocaka as sales representative for Western Pennsylvania. Mr. Kocaka has had wide experience in the laundry and drycleaning industries. He formerly covered the territory for an-

DARNELL CASTERS



• Save Money,
Floors, Equipment
and Time by using
DARNELL Casters
and Wheels... Al-
ways dependable.

Free Manual

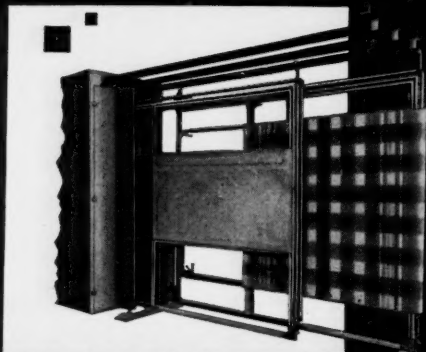
DARNELL CORP. LTD.
Long Beach 4, Calif.

50 Walker St., New York 13, N. Y.
36 N. Clinton, Chicago 6, Ill.

SQUAREWAY

Get square corners and straight edges. No tearing... no over-tension. Made on castors, without cabinets, or with overhead track and trolley for use in Hopkins Drying Cabinets. Write for catalog and prices.

CURTAIN &
BLANKET
STRETCHER



Hopkins

EQUIPMENT COMPANY
HATFIELD, PA.



He wants it to be in place when he opens that freshly Laundered shirt. He is usually in a hurry and down to his last clean one. You can make that possible;— easily — quickly — at fractional cost.

Investigate or, better yet, try a Chandler Button Sewer. Details gladly given, just drop us a card.

CHANDLER MACHINE COMPANY
AYER, MASSACHUSETTS

MAKE GLOBE YOUR
HEADQUARTERS FOR
LAUNDERETTE CHECKS,
STOCK FORMS OR PRINTED
TO ORDER

ACCURATE
IN NUMBERING

LAUNDERETTES

Write for Latest Prices and Samples

GLOBE TICKET CO. OF N. E.
620 COMMONWEALTH AVE.
BOSTON 15, MASS.

DEPENDABLE
IN SERVICE

"SPECIALISTS FOR
OVER 60 YEARS"

other machinery house, and was for Troy, Mr. Kocaka also manager of the drycleaning department in a Pennsylvania plant.

Prior to going on the road Lincoln St., Monongahela, Pa.

Dunham Honored



Robert H. Dunham, assistant vice-president of Tingle, Brown & Co., is shown with an 8-day ship's clock which was recently presented to him by the officers of Tingle, Brown & Co. to commemorate his 25 years of service with the company.

The inscription on the clock

reads: "Robert H. Dunham, In recognition of twenty-five years of loyal and conscientious service from the officers and members of Tingle, Brown & Co. 1926-1951."

Mr. Dunham has always operated out of the firm's New York office.

Convention Calendar

Southern Laundryowners Association
St. Charles Hotel
New Orleans, Louisiana
April 17-18, 1952

Ohio Laundryowners Association
Hotel Gibson
Cincinnati, Ohio
April 17-18, 1952

GROSS STAR GRID PLATE for Better Pressing

MFG. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL. TEL. DANUBE 6-6022

up to 46" . \$14.85
mushroom . 11.00
over 46" . 19.25
from your jobber

The
Sign of
a Better
GRID PLATE
**GROSS
STAR**

FOR THAT
"HAND FINISHED" LOOK

Only **GROSS STAR** is 12-ways
better. Be sure your press plate
has ALL 12 advantages

L. BEHRSTOCK CO.
1708 S. State St., Chicago 16, Ill.

Connecticut Launderers & Cleaners Association
Hotel Bond
Hartford, Connecticut
April 18-19, 1952

Laundry and Cleaners Allied Trades Assn.
Laundry and Dry Cleaners Machinery Manufacturers
Assn.
The Greenbrier
White Sulphur Springs, West Virginia
April 23-26, 1952

Illinois Laundry Association
Drake Hotel
Chicago, Illinois
May 1-2, 1952

Pennsylvania Laundryowners Association
Penn Harris Hotel
Harrisburg, Pa.
May 1-3, 1952

West Virginia Launderers and Dry Cleaners Association
Charleston, West Virginia
May 2-3, 1952

Northwest Launderers and Dry Cleaners Association
Chinook Hotel
Yakima, Washington
May 8-10, 1952

New York State Laundryowners Association
Hotel Syracuse
Syracuse, New York
May 8-10, 1952

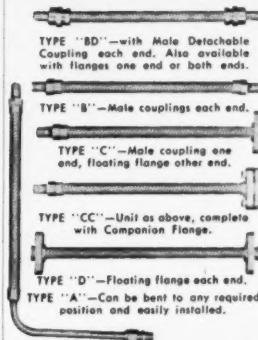
New Jersey Laundry and Cleaning Institute
Spring Convention
Essex House
Newark, New Jersey
May 15, 1952

Oregon State Laundry Owners' Association
Eugene Hotel
Eugene, Oregon
May 15-17, 1952

(Continued on page 92)

BETTER Flexible Hose and Couplings
for every machine in your plant!

**PACKLESS Units Cut Costs—Increase Production—
LAST LONGER!**



BECAUSE Packless offers extremely high quality hose and couplings, specially designed for laundry and drycleaning use, you'll find leading manufacturers and plant operators specifying Packless as standard equipment. There's a Packless unit for every pressing machine in your plant. Whether you're converting old-style swing joint machines, replacing an old application or installing an entirely new piece of equipment, specify Packless and get extra protection, profit and production.

You'll find Packless Distributors a dependable source of supply.

PACKLESS

METAL PRODUCTS CORP.
31-1 WINTHROP AVE., NEW ROCHELLE, N. Y.

STAIZ *the Aristocrat*

THE FAMOUS, PATENTED COLLAR SUPPORT USED BY MORE QUALITY LAUNDRIES THAN EVER BEFORE!

STAIZ, with the shiny-metal Tab, gives starched shirt collars real protection . . . adds that "extra" Eye-Appeal.

STAIZ is your hallmark of quality and excellence . . . yet it costs no more!

TRY IT! WRITE FOR SAMPLES!

TIME SAVERS
83-99 Walnut St. • Montclair, N. J.



THERE ARE SEVERAL WAYS TO COVER THE HOLE IN YOUR FLOOR

You could use man-hole covers, temporarily, or Cleve-O-Cement for a permanent job. Cleve-O-Cement is easy to apply. Using ordinary tools, any handy man can patch the floor in a jiffy. Cleve-O-Cement dries flint hard overnight — 28 times harder than ordinary cement. Waterproof, slip-proof, withstands cold, moisture, steam and fruit and dairy acids. Used by meat and food packing plants, dairies, laundries, bottling plants.

Send for illustrated bulletin.

THE MIDLAND PAINT & VARNISH CO.
9123 RENO AVE. • CLEVELAND 5, OHIO

**"You can't overload
a DANDUX basket!"**



Specify

DANDUX

FROM YOUR DEALER

C. R. DANIELS, INC.

75 West St., New York 6, N. Y. and Daniels, Md.



Stadham PRESS PADS and COVERS

"No matter what the type or style of press—Stadham fills the need better. Longer wearing... quality finish... increased production."

Write for name of your distributor.



STADHAM
COMPANY, INC. • HEXAGON DIVISION
1825-31 NORTH 20th STREET PHILA. 21, PA.

(Continued from page 91)

Laundry & Dry Cleaners Association of Montana,
No. Wyoming, and So. Alberta
Finlen Hotel
Butte, Montana
May 16-17, 1952

Minnesota Institute of Laundering & Cleaning
Hotel Nicollet
Minneapolis, Minnesota
May 16-17, 1952

Indiana Laundryowners Association
South Shore Inn
Lake Wawasee, Syracuse, Indiana
May 16-18, 1952

Linen Supply Association of America
Annual Convention
Hotel Statler
New York, New York
May 18-21, 1952

Idaho Laundry & Dry Cleaners Association
Rogerson Hotel
Twin Falls, Idaho
May 23-24, 1952

Maryland, D. of C., and Virginia Laundryowners Assn.
Spring Convention
Williamsburg Inn
Williamsburg, Virginia
May 26-27, 1952

Laundry & Cleaning Association of the Carolinas,
Georgia, and Florida
Carolina Hotel
Pinehurst, North Carolina
May 29-31, 1952

Missouri, Kansas, Iowa, Nebraska
Four-State Convention
Town House
Kansas City, Kansas
June 5-7, 1952

Eastern Canadian Laundry & Dry Cleaners' Assn.
Royal Muskoka Hotel
Muskoka, Ontario
June 18-21, 1952



Camelforms
CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the • Most economical • Most practical • Quickest set-up method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices.

Campbell
BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

Obituaries

Emil Erickson, 55, owner of the Southside Laundry, Joplin, Mo., died recently after a year's illness. Surviving are his widow, two daughters, a son, two sisters, and two brothers.

Eldridge Johnson, 35, manager of the Quality Laundry, San Diego, was killed recently by steam burns suffered when a connection behind the boiler safety valve ruptured. He was the son of W. W. Johnson, administrator of Quintard Hospital, San Diego.

Roy MacKinnon, 62 treasurer of the MacKinnon & Cream Laundry Co., Salem, Mass., died on March 3.

George T. Morgan, 60, founder and president of the Morgan Brothers Laundry, Westmont, N. J., died on March 18 aboard his yacht, Chippewa III, while in Florida. He was a veteran of World War I and was active in veteran and Masonic circles. He is survived by his wife, his mother, two brothers, and a sister.

William Rathgeber, president of the Farmingdale Individual Laundry Service, Farmingdale, N. Y., died on February 27. He had been active in civic, Masonic, and Rotary affairs, and in state and local laundry association work.

He leaves his wife, two daughters, a brother, a sister, and a grandchild.

Thomas Edward Smith, 77, president of the Hill City Laundry and Dry Cleaners, Inc., Lynchburg, Va., died on March 7. He had purchased the firm in 1919, and was actively associated with it until his death. He was also president of the Piedmont Rug Cleaning Co., and served a term as treasurer of the Tri-State Laundry Association, of which he was a director for many years. He had been active in church affairs, and belonged to the Elks.

He is survived by his wife, three sons, two daughters, and six grandchildren.

Arthur Wallace Wells, 62, owner and manager of the Ottawa Laundry, Ottawa, Kansas, died recently. He was a member of the American Legion, the B.P.O.E. lodge, and the Chamber of Commerce.

He is survived by his widow, a daughter, a brother, three sisters, and one grandchild.

Speedy

WASHERS WASH—RINSE—EXTRACT 10 NINE POUND LOADS PER HOUR

Washing Compartments are 22" square, 15" deep. Extractor capacity 10 lbs.

The Spinner Unit is powered by a 1/2 H.P. Heavy Duty Motor with V-belt drive. The Two Washer Compartments use entirely separate transmissions, each powered by a 1/2 H.P. Heavy Duty Motor.

The Automatic Controls on the Model "LAP" Washer enable one person to operate as many as four Speedy Washers and process up to 40—nine-pound loads per hour.

When clothes are removed from Spinner Basket they are COMPLETELY extracted — no need for further extraction.

This washer comes with Plumbing Built In, requiring only two hose connections to install.

Write for catalog and prices

Specifications

Width . . . 64 1/2"

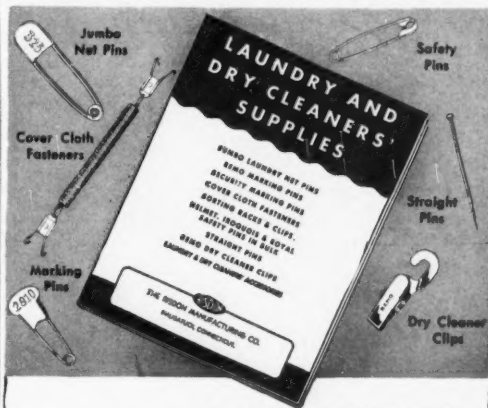
Depth . . . 22"

Height . . . 38"

Weight . . . 546 Lbs.

SPEEDY WASHER MANUFACTURING CO.

5300 N.W. 2nd Avenue, Miami 38, Florida



LAUNDRY AND DRY CLEANERS' SUPPLIES

ROUND LAUNDRY NET PINS
SECURITY MARKING PINS
COVER CLOTH FASTENERS
HEAVY DUTY BACK & CLIPS
STRAIGHT PINS
ROUND DRY CLEANER CLIPS
LAUNDRY & DRY CLEANER ACCESSORIES

THE RISDON MANUFACTURING CO.
HAUGTUCK, CONNECTICUT

Labels in image: Jumbo Net Pins, Cover Cloth Fasteners, Marking Pins, Safety Pins, Straight Pins, Dry Cleaner Clips.

Ask your
dealer for
your copy of
this NEW
**RISDON
REMO
CATALOG**

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

HAUGTUCK, CONN.

RI-2

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4644-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 88th St., LAURELTON, LONG ISLAND, NEW YORK. Phone: LAURELTON 8-3891. 9653-2

For Sale: Modern equipped laundry eastern North Carolina—plenty of business, bad health. Terms. C. E. Putnam Agency, Inc., Tarboro, N. C. 9630-2

Northern Ohio opportunity—Annual laundry volume over \$150,000. Equipment practically new. The present high efficiency of this plant will pay off investment in a short time from profits. Asking price \$150,000 includes real estate. Half down, balance to suit buyer. Principals only. ADDRESS: Box 9493, STARCHROOM LAUNDRY JOURNAL. -2

SMALL PROFITABLE LAUNDRY, COMPLETELY MODERN, NEW ROLLING STOCK, \$45,000 ANNUAL, NO UNION, GOOD PRICES. PRICED TO SELL. MILITARY REASONS. IDEAL FOR MAN AND WIFE, OR PARTNERSHIP. REPLY: Box 9761, STARCHROOM LAUNDRY JOURNAL. -2

Large laundry, Washington, D. C. approximately \$400,000 a year. Route and store business. Firm has been in business 30 years and always profitable. Do not own building, but lease can be arranged. Reasons for selling, age. At least 30% cash, balance on terms. In replies give telephone number. ADDRESS: Box 9718, STARCHROOM LAUNDRY JOURNAL. -2

ESTABLISHED LAUNDRY, CLEANING PLANT, some linen supply, prosperous city, Northwest State of Washington, showing good profit. Brick building, equipment very good condition, with or without real estate. Terms. Reply: Box 9789, STARCHROOM LAUNDRY JOURNAL. -2

BRIDGEPORT, CONN., LAUNDRY AND DRYCLEANING BUSINESS: In operation over 40 years. Excellent location. Yearly volume \$70,000. All new equipment purchased within the last five years. Room for expansion. ADDRESS: Box 9732, STARCHROOM LAUNDRY JOURNAL. -2

Baby Laundry & Diaper Service—Volume voluntarily restricted to one-man operation. Population 60,000. Equipment and area capable of larger volume. Only one in county, no competition. Full price \$5,500. Tidy Tot Infant Service, 185 W. Main St., Ventura, Calif. 9733-2

Family laundry equipped with Simplex and American appliances, also 7-room house. Price \$8,000. Poor health reason for selling. For more information write: Estella's Laundry, Box 314, Elk Rapids, Michigan. 9734-2

Diaper Service, Home Laundry and Drycleaning Agency in upper New York State. No competition. Business is a money maker. Diaper Service supplying three hospitals and individuals in three towns and continually increasing, near resort area. Owner has immediate opportunity to locate in climate necessary for wife's health which necessitates sale. Write: Box 9735, STARCHROOM LAUNDRY JOURNAL. -2

PROSPEROUS LAUNDRY & DRYCLEANING BUSINESS INCLUDES REAL ESTATE. FOR SALE because of owner's age and ill health. Does approximately \$50,000 gross business. With aggressive management can be doubled. All machinery and equipment almost new. Has fine central location. Besides laundry building, 3 extra lots are included. Two are commercially zoned and afford room for expansion or for store development. This is a good growing business and an opportunity to make some real money. Write: Mr. Sund at CALHOUN REALTY CO., REALTORS, 3040 Hennepin Ave., Minneapolis 8, Minn. 9736-2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

LAUNDRY FOR SALE. Lock, stock and barrel, located near Chicago. Current sales \$300,000 for sale. Address: Box 9744, STARCHROOM LAUNDRY JOURNAL. -2

Only laundry in progressive eastern North Carolina town. Good business with room for expansion. 42 x 90 building, late model air driven presses, 1950 Model Chevrolet truck. \$31,000 gross, \$20,000 takes all. Terms one-half down, balance monthly, or will sell plant and truck for removal, or rent building. Reason health. Clayton Laundry, Clayton, N. C. Mr. K. R. Smith, Phone: 3026. 9746-2

LAUNDRY AND DRYCLEANING BY OWNER, SOUTHERN STATE. VOLUME OVER \$135,000. NET PROFIT ON SALES LAST YEAR 10%. NEAR MILITARY BASE. THREE ROUTES. MODERN EQUIPMENT. PRICE WITH REAL ESTATE \$85,000, WITHOUT \$55,000, ONE FOURTH DOWN, LONG TERMS IF DESIRED. UNLESS YOU MEAN BUSINESS PLEASE NO INQUIRY. ADDRESS: Box 9749, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY in Oakland, California. Complete modern set-up including modern brick building, five room home, A-1 equipment, deluxe trade. Potentialities unlimited. \$27,000. will handle. R. E. GEDDES & CO., 2637 UNIVERSITY AVE., BERKELEY, CALIF. 9758-2

FAMILY LAUNDRY plant, linen supply and two-family home, upper New York State. Gross \$100,000 annually, equipment can double. Must sacrifice because of health. Excellent proposition for two experienced men. Price \$65,000 plus inventory, \$25,000 cash, balance easy terms. Write: Box 9759, STARCHROOM LAUNDRY JOURNAL. -2

Laundry well established for over 60 years. Sales over \$200,000 in 1951 all laundry. Building is of brick construction 40' by 210' consisting of two floors. Machinery and equipment is in good condition. Major items in machinery: 4 flatwork ironers, 3 six roll and 1 eight roll American Laundry Machinery Co. New shirt unit, Tiltor. Garment presses all in good condition. Owner living in another city cannot devote his personal attention to the business. Laundry located in central Indiana city with population of over 400,000. ADDRESS: Box 9760, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRIES and CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. BUYERS WAITING—LIST YOURS. RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3016. 4384-1

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 8627-37

MISCELLANEOUS

600 KEY-TAG BARS, EACH BAR COMPLETE WITH 8 LARGE PINS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9533-8

10 days service on standard laundry or drycleaning tickets printed for your firm. A postal card will bring you sample and price quotations. H. C. TAYLOR COMPANY, Jonesboro, Arkansas. 9724-8

SITUATIONS WANTED

LAUNDRY SUPERINTENDENT—OVER 20 YEARS EXPERIENCE. Thorough knowledge all phases of laundry business. A-1 references. Prefer midwest or south. ADDRESS: Box 9664, STARCHROOM LAUNDRY JOURNAL. -5

SALES MANAGER—22 years successful experience in laundry sales management, desires making change. ADDRESS: Box 9709, STARCHROOM LAUNDRY JOURNAL. -5

Young laundry executive, married, experienced in and capable of guiding all phases of laundry production and maintenance, diaper service and linen rentals, wants connection with Southern laundry. Available immediately. ADDRESS: Box 9719, STARCHROOM LAUNDRY JOURNAL. -5

Position Wanted: Laundry manager experienced, capable, prefer large hospital or institution. Best of reference from present employer. ADDRESS: Box 9720, STARCHROOM LAUNDRY JOURNAL. -5

Young man, 25, now working as supervisor for large organization, desires manager's position with small plant. A.I.L. graduate, capable, dependable. Prefers New England, upstate New York or Pennsylvania. ADDRESS: Box 9741, STARCHROOM LAUNDRY JOURNAL. -5

Experienced laundry superintendent or manager. Now employed. 23 years experience, 40 years old. Prefer northern Florida or near-by area. Results guaranteed. ADDRESS: Box 9754, STARCHROOM LAUNDRY JOURNAL. 9754-5

SALESMEN WANTED

Wanted: Salesmen calling on laundries and drycleaners, to sell two very fast moving items. Very lucrative sideline. Write Box 9618, STARCHROOM LAUNDRY JOURNAL. -7

TECHNICAL SERVICE REPRESENTATIVE—Experienced in laundry field, preferably with a sound technical background, for field service, instructional, meeting and promotional work. Permanent position with a progressive medium-sized chemical concern in the Detroit area. Excellent opportunity. Give full details concerning experience, education and salary requirements in first letter. ADDRESS: Box 9742, STARCHROOM LAUNDRY JOURNAL. -7

HELP WANTED

Superintendent to take charge of laundry and drycleaning department in modern plant, eastern United States. If conversant with production in one department only, will be given opportunity to learn the other. Good salary plus bonus. Give experience record, marital and draft status. ADDRESS: Box 9691, STARCHROOM LAUNDRY JOURNAL. -7

Position as superintendent in plant in eastern city. Must be practical man. State experience, starting salary wanted in first letter. ADDRESS: Box 9716, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY FOREMAN capable of being superintendent in Chicago commercial plant. Good future for right man. Give background and reason for desiring change. Replies confidential. ADDRESS: Box 9711, STARCHROOM LAUNDRY JOURNAL. -7

Wanted—Experienced washman. Age 25 to 45. Must be sober. Married man preferred. Phone 3280 Collect. White City Laundry, Inc., Johnson City, Tenn. 9756-7

Superintendent—Experienced for large modern plant in western Pennsylvania. Must know quality work and production. Capable of training new employees in all phases of work. State age, experience and references. ADDRESS: Box 9757, STARCHROOM LAUNDRY JOURNAL. -7

LARGEST LAUNDRY-DRYCLEANING PLANT IN BIRMINGHAM, ALABAMA, ONE OF SOUTH'S MOST PROGRESSIVE, WANTS LAUNDRY SUPERINTENDENT WHO IS WILLING TO EARN ON SALARY PLUS PERFORMANCE BASIS. REAL TALENT, INITIATIVE AND EXPERIENCE PREFERRED AS JOB OFFERS ATTRACTIVE OPPORTUNITY. WRITE FULL QUALIFICATIONS AND REFERENCES TO BOX 9761, STARCHROOM LAUNDRY JOURNAL. -7

MACHINERY WANTED

Wanted Monel metal washers, all sizes, any condition, for export, highest prices paid. ADDRESS: Box 9572, STARCHROOM LAUNDRY JOURNAL. -3

Notrux 50" extractor, new type, excellent condition, extra set of baskets, must be reasonable. ADDRESS: Box 9702, STARCHROOM LAUNDRY JOURNAL. -3

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

*Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.*

Used for years by hundreds of laundries

SAMPLES FREE

(All shipments C.O.D. unless check accompanies order)

Price, per thousand \$7.50

5,000 or more, per thousand \$6.50

Starchroom Laundry Journal

304 East 45th Street

New York 17, N. Y.

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

POWER PLANT EQUIPMENT FOR SALE

1 BRAND NEW 40 x 148 PATTERSON KELLEY HORIZONTAL HOT WATER STORAGE HEATER WITH SUFFICIENT COPPER TUBING TO HEAT 2500 GALLONS OF WATER TO 180 DEGREES WITH STEAM PRESSURE AT 100 POUNDS. ADDRESS: BOX 9451, STARCHROOM LAUNDRY JOURNAL. -36

FOR SALE: Water softener salts—minimum free delivery and carry in Chicago and vicinity—ten 100# bags. Northwestern Flour & Feed Company, 1800 N. St. Louis Avenue, Chicago, Ill. 9687-36

Because need larger capacity will sell for less than half original cost, Allis Chalmers Steam Engine 12" bore, 30" stroke, 112 RPM, also 90 KVA Generator (General Electric) 240-v, 60 cycle, direct-connected exciter 900 RPM. Would make excellent stand-by for hospital, laundry etc., Sell F.O.B. Albany. Inspection by appointment. Address: Box 9739, STARCHROOM LAUNDRY JOURNAL. -36

KEWANEE BOILER #566 rating 125 HP, 17,500 sq. ft. EDR, 4,200,000 BTU per HR, 150 psi equipped for oil fire, with Petro W-7 burner directly driven by 208 volts, 2 HP 3 phase 60 cycle induction motor. Appurtenances include safety valves, blowdown valves, water column gauge glass and cocks, electronic combustion controls, water level controller with low water cutoff, switch and starter for burner motor, nonreturn valve, oil pump and pre-heater. This boiler has never been fired. Last inspection was in 1946 at which time it was appraised at \$10,000. Will sacrifice. The Y.M.C.A., Marion, Ohio. 9743-36

BOILER—ECONOMIC upright 65 H.P. complete with Iron Fireman Stoker and Stack, A1 condition. Infants Diaper Service, 2940—4th Ave., South, Birmingham, Ala. 9747-36

1—ERIE CITY 50 H.P. return tubular boiler with stoker, excellent condition. Now in Binghamton, N. Y. Price reasonable. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. 9748-36
Pressure Boiler 10 HP 100# ASME vertical Orr & Sembower, complete with base and grates \$185. Stanhope, Rosemont, Pa. 9755-36

WHEN YOU'RE IN THE MARKET

for **USED and REBUILT**

DRYCLEANING or LAUNDRY MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.

(EVergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-58

MACHINERY FOR SALE

ASHER ironers 48 x 120-32 x 120. Rebuilt, big stock, Terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY.** Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, **BROOKLYN 6, N. Y.** 4753-4

TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. **READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

For Laundry and Drycleaning Machinery try the **Keel Company**, 7829 N. Western Avenue, Chicago 45, Illinois. 4661-4

48x120" ASHER FLATWORK IRONER. **VERY ECONOMICAL MACHINE TO OPERATE.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

40" TROY and TOLHURST, direct motor driven and belt driven extractors. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, **BROOKLYN 4, N. Y.** 4755-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30x30", 36x54", 42x72" and 44x84". **Ready for immediate delivery.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. **Quality production machines.** **Very reasonably priced.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. **Ready for immediate delivery.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

4 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

8 ROLL 120" AMERICAN and TROY IRONERS. **REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

MACHINERY FOR SALE (Cont'd)

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

COLLAR FINISHING UNIT, consisting of **AMERICAN ZARMO Press**, Seam Dampener, Shaper and Edger. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, **BROOKLYN 6, N. Y.** 5004-4

AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

Five 42x64" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. **Price reasonable.** 3128 West Lake Street, Chicago 12, Illinois. 9146-4

2-BERGER HYDRAULIC EXTRACTORS and 2-44 x 24" MILLER WASHERS. **IN VERY GOOD OPERATING CONDITION. ADDRESS: BOX 9432, STARCHROOM LAUNDRY JOURNAL.** -4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. **VERY REASONABLY PRICED.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

60" FLETCHER WHIRLWIND, 60" ZEPHYR and 60" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AVAILABLE NOW IN YOUR LOCALITY. **Bargains in good, used equipment.** **MARTIN EQUIPMENT CORPORATION**, 789-C Hertel Avenue, Buffalo, New York. 7064-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

1 HOFFMAN 140 F unit consisting of 2-36 x 40" washers, 1-26" extractor, 2-36 x 30" tumblers, 2-filters, 2-storage tanks, 1-still, individually motor driven, 220 volt, 3 phase, 60 cycle, 1/2 of new price. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9727-4

110" RETURN FEED 2 ROLL AMERICAN and 100" COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

5 WATERWAY COMBINATION WASHERS and EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

FLASH: TWO AMERICAN 120" STANDARD LATEST TYPE STREAMLINED FLATWORK IRONERS. **IN EXCELLENT MECHANICAL CONDITION and READY FOR IMMEDIATE DELIVERY.** **THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

MACHINERY FOR SALE (Cont'd)

48 x 120" SMITH DRUM, 12 COMPARTMENT 12 DOOR; 48 x 126" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9317-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1948; American 8-roll ironer; American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer; American Cascade 48x84" washer; Troy 48x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140-F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

For Sale: 1—Used 44 x 84" ROBOT two pocket two door all stainless steel motor driven washer with automatic washman, 2—Used 42 x 96" Ellis motor driven all Monel washers, 1—Used 42 x 84" American Norwood all Monel motor driven washer; 1—Used 54" American Notrux extractor with two set containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9628-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

50" UNLOADING EXTRACTORS—3 AMERICAN NOTRUX. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9448-4

42 x 84" SMITH DRUM, DOUBLE END DRIVE MONEL WASHERS, MOTOR DRIVEN, 2 COMPARTMENT 2 DOOR, CYLINDER DOORS CONVERTED TO OUR FINCH AND FOOL PROOF TYPE. REBUILT EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9668-4

6—44 x 84" Miller Laundry Machinery Co., two pocket all stainless steel motor driven wash machines; 1—American 6 roll 120" chest type flatwork ironer. Priced to sell. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9669-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS STEEL CYLINDERS WITH OUR FINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" RETURN FEED SUPER IRONER, MOTOR DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

VERY LOW PRICES FOR CASH: 1/4 ton 1950 International Metro. Operated 3,500 miles. Extras. Boiler feed pump, Dean Duplex 4 x 6 x 4. (New) boiler feed pump, Johnston Pressure Equalizing, for 500 HP cap. 3 HP motor, 220-v, 3 phase, 60 cyp. Patterson-Kelley heater, copper-lined, 2500 gal. 8 ft. tube bundle, 1098 sq. ft. 1 1/4" tube. Engine-generator set, 187 KVA, 220-v, 3 phase, 60 cyp. Direct-connected to 18 x 20 Harrisburg Unaflow, rh crank. Close tolerances, good condition throughout. Complete accessories. Write The Crawford Laundry Co., Bridgeport, Conn. 9737-4

4 Prosperity presses Model 146P and 4 Model 451P, air driven, \$150 each. Can be seen in operation. Risley's Laundry, Pleasantville, N. J. 9738-4



"Call him for your Machinery needs—
There's always a bargain."
SEE OUR SPECIALS IN THIS ISSUE.

WILLIAMS LAUNDRY MACHINERY CO. *Call now!*
3716 22nd STREET, LONG ISLAND CITY 1, NEW YORK. PHONE STILLWELL 6-6666
Serving the Industry for over 30 years!

KING WILLIAM'S SPECIALS: 44 x 120" American Master Cascade double end driven 4 pocket Monel washer, 24 x 36" 1 pocket 1 door Monel washer. Both motor driven. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9674-4

KING WILLIAM'S SPECIALS: American Master Cascade Monel metal washers, 42 x 84", 10 pockets, also 2 pocket and 4 pocket, motor driven, rebuilt, equal to new, one year guarantee at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9675-4

KING WILLIAM'S SPECIALS: American 8 roll late type streamline flatwork ironer, 120", rebuilt, equal to new, one year guarantee. Bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9676-4

KING WILLIAM'S SPECIALS: 120" American Standard 6 roll flatwork ironer, rebuilt, guaranteed for one year. Bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9677-4

KING WILLIAM'S SPECIALS: 48" American and Hoffman Amico Open Top extractors, motor driven, completely rebuilt, equal to new, one year guarantee. Bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9678-4

KING WILLIAM'S SPECIALS: 30" American extra deep extractors, also 28", 26" and 20", rebuilt. One year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9679-4

LAUNDRY CLOSING—Sale. Wash machine, extractor, tumbler, boiler 100 lbs. pressure, condensate pump, 200 gallon tank, diaper supplies, truck. All practically new, will sacrifice. Kiddie Kare Diaper Service, 125 S. Fulton St., Hazelton, Pa. 9688-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. EV. 9-6585 has available at Prosperity Cleaners, 520 Truxton Ave., Bronx, N. Y., 54 x 70 all-metal drycleaning washer, explosion-proof motor, 36 x 54 wetcleaning washer, priced reasonably. Can also furnish filter, tumblers, extractors, to balance the capacity of the above machines. 9740-4

Loyal Starching Machine, Model SM3A, \$800 in perfect condition. Can be seen in Chicago. ADDRESS: Box 9745, STARCHROOM LAUNDRY JOURNAL. -4

18 NATIONAL MARKING MACHINES, BOTH HAND AND POWER OPERATED, 8 to 16 CHARACTERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9750-4

25 AMERICAN CLIP SYSTEM IDENTIFICATION UNITS, CONSISTING OF CLIP DETACHING AND CLIP ATTACHING MACHINE AS WELL AS NECESSARY CLIPS, AIR OPERATED, IN EXCELLENT CONDITION. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9751-4

HOPKINS TULL 2 and 4 DOOR COMBINATION CURTAIN AND BLANKET DRIERS. ARE COHEN METAL BLANKET WASHER COMPLETE WITH SQUEEZE ROLLS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 Ten Eyck St., Brooklyn 6, N. Y. 9752-4

AMERICAN STREAMLINE 8 ROLL FLATWORK IRONER 120" EQUIPPED WITH VACUUM AND SPRING PADDING. EXCELLENT LATE TYPE. REASONABLY PRICED FOR QUICK BUYER. JUSTIN INC., 37-18 22nd STREET, LONG ISLAND CITY 1, N. Y. STILLWELL 6-6670. 9753-4

Protect blankets against moths?



You bet!
We use the Erustocide process!

"We're very proud of the job we do with blankets. We use the Erustocide process, which protects blankets and woolens so completely that moths can't damage them. That circular specimen (below) shows how effective Erustocide is. In addition to this safe, sure moth protection, Erustocide gives blankets that nice soft, *fluffy* feel that everyone wants. Makes them smell so sweet, too... just like they've been basking in a golden sun all day.

"If you want bigger and better blanket business, take my advice... use Erustocide." Your nearest Erustocide jobber salesman can give you all the facts, or, if you prefer, write direct to the company that makes Erustocide. That's Pennsylvania Salt Manufacturing Co., Laundry & Dry Cleaning Dept.; **In the East:** 2045 Widener Building, Philadelphia 7, Pa.; **In the West:** 2168 Shattuck Ave., Berkeley 4, Calif.



Notice how these carpet beetle larvae are feasting on the untreated half of this specimen, haven't touched the Erustocided semi-circle.

**PENNSALT
CHEMICALS**

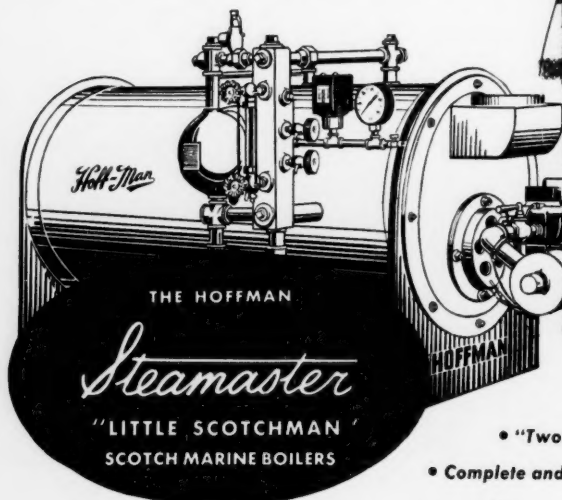
for Industry • Agriculture • Health • Home

PROGRESSIVE CHEMISTRY FOR OVER A CENTURY

UP TO 20%

HOFFMAN

Now, the new improved "Little Scotchman" Boiler brings you even thriftier operation! Increased heating surface . . . larger furnace tubes . . . new burner arrangement, and other advances have been added to the big money-saving extras of the "Little Scotchman." Ask your Hoffman representative to give you all the details. And take advantage of his Custom-Fitted boiler service that assures you the right size for your needs. There's no obligation — get the facts right away.



• Eight Sizes, from 3 to 50 h.p.

• Fully approved — no lagging or brickwork

• "Two-pass" design saves fuel — lengthens tube life

• Complete and compact — for gas or oil-fired operation

TOPS IN VALUE . . . SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.